

## Difference of complaining behavior between domestic and foreign tourists in Hotel Dewa Bharata Bungalows Kuta Bali

I Dewa Gede Putra Yudhara<sup>1</sup>, IG. A. K. Giantari<sup>2</sup>

Faculty of Economics and Business, Udayana University (Unud), Bali, Indonesia

**ABSTRACT:** Type of study used is quantitative study using cross sectional approach. This study was conducted in DewaBharata Bungalows Hotel using 30 domestic respondents and 30 foreign respondents. Instrument of data collection used questionnaires, the data were test by analysis of variance using t-test and Mann Whiney test. The results of study for complaining behavior in terms of individual complaint indicate that there is significant difference of complaining behavior with passive response of domestic and foreign tourists and there was no significant difference of complaining behavior with voice response of domestic and foreign tourists. Complaining behavior in terms of public complaint indicates that there was significant difference from action of negative word of mouth of domestic and foreign tourists, and there was no significant difference of complaining behavior with third party response of domestic and foreign tourists.

**KEYWORDS:** *complaining behavior, domestic tourists, foreign tourists.*

### I. INTRODUCTION AND LITERATURE REVIEW

Bali is one of world tourism destinations. Tourism is a reliable sector for local economic growth. In Bali, the high visit rate of tourists Bali requires development of adequate tourism accommodation facilities to support the tourism development. Hotel is accommodation to provide services such as lodging with food and drink services as well as other facilities to public, both those who stay in hotel and those who only use certain facilities.<sup>(1)</sup> In Bali, hotel is classified into several classes based on consideration of total rooms, facilities and equipment, management system models, as well as quality services. If the aspects are more complete, hotel level is higher. Tourists will feel satisfied if their expectation, in using accommodation services, is fulfilled or met excessively; however, if qualities of accommodation and services given are lower, these will make tourists feel dissatisfied; these will also result in complaints.<sup>(2)</sup>

Complaining behavior is negative reaction of tourists to failure received when using accommodation services, where dissatisfaction does not only result in bad service quality, but also what tourists feel and see emotionally when receiving service.<sup>(3)</sup> Loverlock and Writz suggested that the dissatisfied tourists will take three complaints, namely, complaint by taking public action directly shown to the organization, complaint by taking individual action such as informing their family and friends about their bad experiences, and complaint by taking no action.<sup>(4)</sup> Results of identification for a number of complaints that tourists present through complaint contact in some hotels in Kuta Bali, indicates that tourists present the following complaints because:

- *Check-in* process is complicated and takes long time;
- The picking-up service in airport is delayed;
- Rooms are inconsistent with images displayed on *website* of hotels and *travel agent*;
- Available hotel facilities are insufficient and inconsistent with multi-floor hotel classification;
- Price and quality of food are inconsistent with tourists' expression; and
- Human resources are less competent.

Hotel development does not separate from presence of *Online Travel Agency* (OTA) widely increasing along with seedily progressing time and technology. OTA does not only ease prospective consumers to find information and make transaction, but also the management may use OTA to *preview testimony* of consumers that will be useful for marking communication tool. On the other hand, OTA can also be major factor of inhibitor for hotel operation activities because there is negative *testimony*. It means that consumers may present both positive and negative experiences as testimony without exception. Then, OTA uses results of *rate* and *review* to define hotel rank from the best to the worse. The condition is specific consideration for hotel service provider to get response accurately and quickly. Accuracy is in reading and defining appropriate steps.

Quickness is in responding to *review* of consumers, especially for negative testimony or dissatisfaction; in order that OTA keeps being a part of support factor of hotel operation strategy.

Some studies discussing complaining behavior suggested that some factors affect complaint action that tourists take; one of the factors is state origin of tourists. The results of observation indicate that domestic tourists tended to make complaints directly coming to *office* so that the management could solve the available problems directly. On the other hand, foreign tourists tended to say good and comfortable negatively; however, then, they made testimony, such as, complaining on OTA. State origin has association with culture in which different complaint attitude between groups was cause of individual's different culture. Studies by Metehan and Yasemin in Ankara, Turk described that the different state origin would show variation in complaining behavior. (2) Study by Jokohalet. al. found that tourists' state would cause difference of different complaining behavior, where tourists from Asia (China, India, Japan, Malaysia, Philippine, Singapore, Sri Langka and Taiwan) tended to complain closely because they would like to get *feedback*, whereas non-Asia tourists took more individual complaint actions such as making negative *word of mouth*. (5)

DewaBharata Bungalows is a lodging accommodation that has provided quality services, giving various optimal facilities and services. However, previous studies still showed indirect complaints through review given to tourists about insufficient available accommodation, clearance and comfortableness that must increase; some tourists also presented complaints associated with higher price than multi-floor hotel classification; and quality service the staff gave was less competent.

## II. HYPOTHESIS DEVELOPMENT

According to Tronvoll, complaining behavior came from dissatisfying consumers as result of dissatisfaction of received quality services. (3) Most of tourists with complaints based on desire to get compensation received forgiveness and indemnity for goods and/or services resulting in disappointment. Pride and Ferrell suggested some causes of consumer complaints, such as:

- a. Incomprehension of customer's expectation  
Unfulfilled consumer's expectations when consumer is buying product or service make consumer's heart has expectations so that, when the expectations are not fulfilled, these will result in complaints because consumer feels disappointment.
- b. Wrong customer satisfaction standards  
Cause of consumer complaints can also appear when organization establishes wrong customer satisfaction standards. This wrong standard establishment causes low performance of sold product and service as to make consumers complain.
- c. Lack of expectation performance  
The lower performance than consumer's expectations also cause the consumer complaints. This condition makes consumers complain.
- d. Undelivered commitment  
Commitments that organization does not fulfill cause the consumer complaints. When the organization has commitments, the unfulfilled commitments may cause a complaint.

Not all tourists with disappointment do complain. Ndubisi and Ling categorized complaint action into four levels, namely, public, individual, deviancy, and taking no action. (6) As Hoyer and Malclnnis stated, some types of consumer complaints are as follows: (7)

- a. *Passives*, these are typical of consumers with lowest complaint level. These consumers are used to have passive tendency or ignorance to felt disappointment for organization's product and service.
- b. *Voicers*, these are typical of consumers with direct complaints to *retailer* or *service provider*.
- c. *Irates*, these typical of consumers with angriness for disappointment of service, giving negative references to other people, stopping to purchase organization's product, and complaining to *provider*, but not through third parties such as media or legal entity.
- d. *Activists*, these are typical of consumers involving three types of complaints mentioned above and expressing the complaints to third party.

The following demographic characteristics may affect difference of tourists' complaint action:

- a. Gender  
Types of gender are characterization or classification of two biologically defined human gender types inherent in specific gender, so that a conclusion is that gender is biologic difference between male and female, where largest difference between male and female is attitude to treat them. (8)
- b. Age  
Individual's age is counted according to end birthday. Population age structure, according to WHO, is classified into three following great groups:
  - 1) Population at young age is population under 15 years old or age group ranging from zero to 14 years old.
  - 2) Population at productive age is population at 15-59 years old.

- 3) Elder population is population at 60 years old or more.
- c. Education  
Education is long-term investment to change quality future. The higher education level will affect one's income. As Suhardanet. al. suggested, education gives dual profits; namely, education increases esteem value and great productiveness capability.
- d. Income  
Income is earning individual or household receives from effort or work. The received income may come from household head or members coming from re-compensation of labor production factors (wage, salary, profit, bonus, etc.); re-compensation of capital (interest, profit sharing, etc.); and income coming from transfer.<sup>(9)</sup>
- e. Citizenship  
Citizenship is one's membership of a country having rights to participation in political activity. One with such membership is called as citizen, in which he/she has rights to passport ownership of country for membership.<sup>(10)</sup>Citizenship, in this study, includes state origin of tourists visiting DewaBharata Bungalows Hotel of Kuta Bali, classified into domestic and foreign tourists.

Study by Jokohael shows results of relationship between state origins and complaining behavior; in which Indonesian tends to refrain negative emotion from public scope in order to feel no shyness; on the other hand, foreign tourists will prioritize individual interest as to take action that is more aggressive and complain directly to get their rights.<sup>(5)</sup>Ngaiet. al. also studied complaint based on state origin, concerning difference of complaint way of Asians and non-Asians. Asians tended to express their complaint directly to businesspersons without any channel. On the other hand, non-Asians tended to complain through private response, using negative *word of mouth*, informing their friends, family and others.<sup>(11)</sup> In addition, study by Zain found that, when experiencing dissatisfaction, Asian consumers tended to not complain and choose negative *word of mouth* (WOM). It indicates that the state origin of tourists has correlation to complaining behavior.<sup>(12)</sup> Based on the description, the following hypothesis can be made:

H1: There is significant difference of complaining behavior between domestic and foreign tourists.

### III. METHODS

This type of study is quantitative using *cross sectional* approach. This study location was DewaBharata Bungalows Hotel, Kuta Bali, from November 2019 to January 2020. The study respondents were tourists visiting Bali and staying in the hotel. *Purposive sampling* method took the samples, namely, specific consideration determined the samples. The basic consideration of samples was tourists ever using services and complaining services of the DewaBharata Bungalows Hotel for three last months. Targets of samples used were 5 multiplied by total available indicator, namely,  $5 \times 6 = 30$  consumers. Questionnaires containing questions about complaining behavior of consumers collected the data; whereas, statistic-descriptive method analyzed the data, namely, statistic was usable to analyze data by describing or analyzing data and comparative test. Before doing analysis of variance, firstly *Kolmogorov-Smirnov* tested normality, where, if significance value  $> 0.05$ , the results normally distributed; if the significance value  $< 0.05$ , the data abnormally distributed. If the data normally distributed, *Independent Sample t-test* tested the difference; however, if the data abnormally distributed, Mann Whitney tested the difference.<sup>(13)</sup>

### IV. RESULTS AND DISCUSSION

#### Bivariate Analysis of Tourists' Complaining behavior

Table 1. Results of Normality Test

	State Origin	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Passives Response (Y1)	Domestic	.158	30	.054	.931	30	.051
	Foreign	.125	30	.200*	.955	30	.226
Voice Response (Y2)	Domestic	.172	30	.023	.944	30	.113
	Foreign	.187	30	.009	.895	30	.006
Negative Word of Mouth (Y3)	Domestic	.285	30	.000	.824	30	.000
	Foreign	.134	30	.176	.928	30	.044
Third Party Response (Y4)	Domestic	.198	30	.004	.920	30	.026
	Foreign	.173	30	.023	.888	30	.004

Source :Primary Data 2020

The results of normality test using *Kolmogov-Smirnov* showed significance values = 0.054 and 0.200 for variable of passive response (Y1), significance value  $> 0.05$  shows that, if the data were normally distributed, the difference was tested by using t-test. Variables of *Voice Response* (Y2) and *Third Party Response* (Y4) showed that significance value  $< 0.05$ , and variable of *Negative Word of Mouth* (Y3) showed significance values were 0.000 and 0.174 so that variables of *Voice Response* (Y2), *Negative Word of Mouth* (Y3) and *Third Party Response* (Y4) were not normally distributed. Therefore, comparative test was conducted by using *Mann-Whitney* test.

Table 2 shows differences of tourists' complaining behavior

Table 2. Differences of Tourists' Complaining behavior

Variable	Comparative Test	Asymp. Sig	
<i>Passives Response</i> (Y1)	<i>T-Test</i>	0.044	Significant
<i>Voice Response</i> (Y2)	<i>Mann-Whitney</i>	0.105	Insignificant Significant
<i>Negative Word of Mouth</i> (Y3)	<i>Mann-Whitney</i>	0.047	Insignificant
<i>Third Party Response</i> (Y4)	<i>Mann-Whitney</i>	0.988	Insignificant

Source: Primary Data 2020

Based on the results of statistic test, variable of *Passive Response* showed significance value of  $0.044 < 0.05$ , so that there was difference of complaining behavior, namely, *passive response* of domestic and foreign tourists. Variable of *Voice Response* showed significance value of  $0.105 > 0.05$ . It means that there is no difference of complaining behavior, namely, *Voice Response* of domestic and foreign tourists. Variable of *Negative Word of Mouth* showed significance value of  $0.047 < 0.05$ . It means that there was difference of complaining behavior, namely, *negativeword of mouth* of domestic and foreign tourists, and variable of *Third Party Response* showed significance value of  $0.988 > 0.05$ ; it means that there was no difference of complaining behavior, namely, *Third Party Response* of domestic and foreign tourists.

## V. DISCUSSION

### 1. Difference of complaining behavior of domestic and foreign tourists on terms of individual complaint

Dissatisfaction for a service is basis for tourists in complaining to service provider, in which the complaint making is based on unfulfilled expectation or expectation of improvement. It indicates that complaint presented by consumers to organization is really directed in order that the organization makes more optimal efforts, and, finally, it will be useful for the relevant organization.<sup>(7)</sup> Complaint also leads consumers to specific complaining behaviors, one of them is individual complaining behavior, namely, *passive response* and *voice response*. The results of study indicate that there were significant differences of complaining behavior of *passive response* of domestic and foreign tourists. 23 (38.3%) foreign tourists and 17 (28.3%) domestic tourists have behavior of *passive response* in medium category. Moreover, there were 2 (3.3%) foreign tourists having behavior of *passive response* in low category and 3 (5.0%) domestic tourists had behavior of *passive response* in high category.

The results show that behavior of *passive response* in foreign tourists tended to be higher and more than domestic tourists. *Passive response* is typical of consumers with lowest complaint level, usually having passive tendency or ignorance to the felt disappointment for organization's product or service.<sup>(7)</sup> It means that majority of foreign tourists were more passive to the felt disappointment for the DewaBharata Bungalows Hotel. Supported by previous study that Jokohaelet. al. did, of 50% of respondents, there were 10% of foreign tourists with *passive response* or without taking any action when they were disappointed for services they received.<sup>(5)</sup> Moreover, the previous studies by Ferguson and Phau also found that complaining behavior of respondents in group of foreign tourists was different from complaining behavior of respondents of group of domestic tourists, where Indonesians tended to complain in their group to protect other people from failure in similar services.<sup>(14)</sup>

The results of *Voice Response* variable study indicate that there was no significant difference of complaining behavior of domestic and foreign tourists. It means that domestic and foreign tourists had typical consumers complaining directly to the service provider. It was supported by result of cross tabulation indicating that, of 30 (50.0%) domestic respondents and 30 (50.0%) foreign respondents, there were 16 (26.7%) respondents with direct complaint in medium category. According to study by Jokohaelet. al., of 50% domestic and foreign tourists, they complained directly to the management department relative to disappointment of service they received.<sup>(5)</sup> Foreign tourists complained directly to get service improvement quickly possible. On the other hand, domestic tourists complained directly to get quality service improvement in future.

Based on the results, it can be concluded that, in terms of individual complaint, there is significant difference of complaining behavior of *passive response* in domestic and foreign tourists, and there is no significant difference of complaining behavior of *Voice Response* in domestic and foreign tourists. Effort to improve quality service by increasing service directly when there is complaint and improving service in long-term to increase quality hotel pursuant to standard need and desire of tourists, so that, in future, there will be no complaint for service because there has been consistency with tourists' expectation.

## 2. Difference of complaining behavior of domestic and foreign tourists in terms of public complaint

Complaining behavior is a part of negative expectation caused by real inconsistency with one's desire, in which this behavior includes all actions expressed by an individual differently.<sup>(15)</sup> Some types of tourists' complaint actions in terms of public complaint are actions of negative *word of mouth* and *Third Party Response*.

The results of study indicate that there is significant difference of actions of negative *word of mouth* in domestic and foreign tourists, in which most of domestic tourists tended to take actions of negative *word of mouth* than domestic ones. It is consistent with the results of cross tabulation, indicating that the actions of negative *word of mouth* taken by domestic tourists tended to be high, namely, 4 (6.7%) respondents; on the other hand, actions of negative *word of mouth* taken by foreign tourists showed that 10 (16.7%) tended to be low. The reason why domestic tourists tended to have high negative *word of mouth* is that Indonesians have habitation to prefer socialization and togetherness to share story and gossip; on the other hand, foreign tourists ignored things they got in other countries. Study by Jokohaelet. al. found that foreign tourists tended to culture individualism as to prioritize their main interest in using a specific product/service.<sup>(5)</sup>

According to Kim et. al., negative *word of mouth* is action in which consumers told their disappointment to other people and people surrounding.<sup>(16)</sup> Negative communication of *word of mouth* could disturb extremely because it could strengthen negative sense of consumers on cause of available negative impression. Study by Emir found that one could communicate their bad experiences or instruct 9-10 people to disuse the disappointing product or service.<sup>(17)</sup>

The results of study indicate that there was no difference of complaining behavior, *Third Party Response* of domestic and foreign tourists. It means that domestic and foreign tourists had complaining behavior, *Third Party Response*. However, higher complaint action of *Third Party Response* was presented by foreign tourists than domestic tourists. It is consistent with the results of cross tabulation indicating that there were 6 (10.0%) foreign tourists did *Third Party Response*, whereas 8 (13.0%) domestic tourists had low *Third Party Response*.

*Third Party Response* is action taken by tourists complaining to external organizations when they did not get satisfying response from organization, tourists could present complaint to third party handling organizations, such as, consumer protection organization, or other organizations.<sup>(16)</sup> Study by Abbasiet. al. found that there was positive correlation between customer's complaining behavior and complaining behavior to third party. It means that, when one feels disappointed for service given, she or she will complain to third party, both domestic and foreign tourists.<sup>(18)</sup>

Efforts to handle public complaint could be made by quick and appropriate complaint management of service provider. Some handlings that can be done to solve complaint are: immediately asking for forgiveness to minimize consumers' emotion, giving compensation for service failure, solving consumers' dissatisfaction quickly to increase re-subscription value, explaining and considering individually to consumers to recover quality services.<sup>(15)</sup>

## VI. CONCLUSION

Based on the results of study, conclusions are that complaining behavior in terms of individual complaint was found having significant difference of complaining behavior of *passive response* in domestic and foreign tourists; on the other hand, complaining behavior of *Voice Response* was found having significant difference between domestic and foreign tourists. The results of complaining behavior study in terms of individual complaint indicate that there was significant difference of action with negative *word of mouth* in domestic and foreign tourists and there was no difference of complaining behavior, *Third Party Response*, in the domestic and foreign tourists.

## REFERENCES

- [1] Tanjungsari K R. Karakteristik dan Persesi Wisatawan Mancanegara di Kawasan Sanur dan Cangu Bali. *Jurnal Pariwisata Terapan*. 2017;2(2).
- [2] Metehan T, Yasemin ZA. Demographic Characteristics and Complaint Behavior: An Empirical Study Concerning Turkish Customers. 2011;2(9):7.
- [3] Tronvoll B. Negative Emotions and Their Effect on Customer Complaint Behaviour. *Journal of Service Management*. 2011;22(1):111–34.



- [4] Lovelock C, Jochen W. Service Marketing People, Tedchnology, Strategy, 6th Edition. Pearson Prentice Hall; 2007.
- [5] Jokohael NF, Sri Suprapti NW, Kerti Yasa NN. Hubungan Variabel Demografi Dan Dimensi Budaya Dengan Perilaku Komplain Wisatawan Hotel Berbintang Di Bali. EEB. 2017 Aug 21;2955.
- [6] Ndubisi, Nelson O, Ling TL. Complaint Behaviour of Malaysian Consumers. Management Research News. 29(1/2).
- [7] Sutanto J, Gunawan B, Thio S. Perilaku Dan Motivasi Komplain Konsumen Terhadap Restoran-Restoran Di Surabaya. 2014;14.
- [8] Sugihartono, Fathiyah, Harahap, Setiawan, Nurhayati. Psikologi Pendidikan. Yogyakarta: UNY Press; 2013.
- [9] Nazir. Analisis Determinan Pendapatan di Kabupaten Aceh Utara. [Medan]: Universitas Sumatera Utara; 2010.
- [10] Ristekdikti. Kewarganegaraan untuk Perguruan Tinggi. Direktorat Jenderal Pembelajaran dan Kemahasiswaan. Ristekdikti Republik Indonesia; 2016.
- [11] Ngai EWT, Heung VCS, Wong YH, Chan FKY. Consumer complaint behaviour of Asians and non-Asians about hotel services: An empirical analysis. European Journal of Marketing. 2007 Nov 20;41(11/12):1375–91.
- [12] Zain O. Inquisitions into the complaint and the non-complaint customers: The Malaysian customers insight. International Journal of Business and Social Sciences. 2011;2(15):1–11.
- [13] Sugiyono. Metode Penelitian Kombinasi (Mix Methods). Bandung: Alfabeta; 2015.
- [14] Ferguson, Graham, Phau I. A Cross-nation Investigation of University Students Complaining Behaviour and Attitudes to Complaining. Journal of International Education in Business. 2012;5:50–70.
- [15] Sitanggang AC. Pengaruh Penanganan Keluhan Pada Kepuasan Konsumen Di Hotel Grand Praba Bandar Lampung. 2017;70.
- [16] Kim B, Lee J. Relationships between Personal Traits, Emotional Intelligence, Internal Marketing, Service Management, and Customer Orientation in Korean Outpatient Department Nurses. Asian Nursing Research. 2016 Mar;10(1):18–24.
- [17] Emir O. Customer complaints and complaint behaviours in Turkish hotel restaurants: An application in Lara and Kundu areas of Antalya. Afr J Bus Manage. 2011;15.
- [18] Abbasi A, Ali S. Consumer Complaining Behavior. 2015;1(1):8.