

## The Effect of Complain Behavior and Complain Handling Satisfaction Towards Repurchase Interest in the Marketplace

Gilang Sukma Widjaja<sup>1</sup>, Hartoyo<sup>2</sup>, Dodik Ridho Nurrochmat<sup>3</sup>

<sup>1</sup>(Business School, Bogor Agricultural Institute, Raya Pajajaran Street, Bogor, West Java, Indonesia, 16151)

<sup>2</sup>(Business School, Bogor Agricultural Institute, Raya Pajajaran Street, Bogor, West Java, Indonesia, 16151)

<sup>3</sup>(Dept of Forest Management, Bogor Agricultural Institute, Dramaga, Bogor, West Java, Indonesia, 16880)

**ABSTRACT :** Complaint behavior is a response made by consumers either by taking an action or without taking any action on their dissatisfaction with a product during the purchase process. This study aims to analyze the effect of complaint behavior and complaint handling satisfaction on repurchase interest in the marketplace and to formulate the applicable managerial implications. This study consisted of 183 respondents who fit the criteria under study, namely purchasing goods online in the marketplace in the last 3 months and never experienced dissatisfaction. The sampling technique was purposive sampling. The collected data were analyzed using the Structural Equation Model (SEM) through the Lisrel 8.5 software. The results of this study indicate that complaint behavior has a significant effect on satisfaction in handling complaints in the marketplace, complaint behavior has a significant effect on repurchase interest in the marketplace, and complaint handling satisfaction has a significant effect on repurchase interest in the marketplace. The managerial implication that can be given is that the marketplace must ensure a quality assurance certificate for its products, always ensure that their customer service provides good service for complaints and provides penalties for poor performance, carries out periodic maintenance on application systems and also carries out repeated checks before sending the product to the customer.

**KEYWORDS :** *complain behavior, complain handling satisfaction, repurchase interest, SEM.*

### I. INTRODUCTION

The growth in the use of the internet and information technology systems in Indonesia has made online increasingly fierce. It has made business actors compete to provide the best products and services to achieve consumer satisfaction. The role of technology in supporting business processes has a very positive impact on business actors. Due to the role of technology in these business processes, business actors can save time in providing services to customers. According to the Association of Indonesian Internet Service Providers (APJII), in 2020, the number of internet users in Indonesia until the second quarter increased by 73.7 percent of the population or equivalent to 196.7 million users (APJII 2020). The increase in internet service users is due to several factors, such as infrastructure or broadband learning online and the policy of working from home due to the Covid-19 pandemic.

In Indonesia, the marketplace is one of the media driving the national economy to face the era of globalization. The existence of convenience for consumers who want to buy a product in the marketplace will change how people transact today so that consumers do not need to come directly to the store to buy a product. Several types of marketplaces being developed include Shopee, Tokopedia, Bukalapak, Lazada, and Blibli.com, which apply the form of the customer to customer (C2C).

Services Marketplace in Indonesia is highly utilized to buy various needs for a product. The government's policy regarding large-scale social restrictions (PSBB) implemented in various regions has changed people's consumption patterns, which has made the value of the marketplace increase dramatically because consumers need to limit themselves from leaving their homes and reduce cash payment transactions. This was done to avoid crowds of people and cash, which became a medium of transmission in the community. Many marketplaces in Indonesia experienced an increase in transactions and visits to websites. The number of visitors who attended made the marketplace in Indonesia grow. Moreover, consumer behavior online was increasingly popular in Indonesia. According to BPS 2020, stores in the marketplace have experienced a rapid increase since February 2020. However, they decreased in March (due to the beginning of the PSBB) but tended to rise again in the following month. Likewise, the number of products sold in the marketplace experienced a

spike in February 2020. In terms of product categories, beauty care products, household appliances, and health experienced the most significant increase during the Covid-19 pandemic.

The high number of online due to the limitations that exist during the implementation of the new normal certainly has a good impact on the high growth of e-commerce in Southeast Asia. However, the new challenge is to continue to ensure that the ordered goods arrive at their intended address on time. The National Consumer Protection Agency (BPKN) noted that throughout 2020 (from January to December 2020), there were 1,276 complaints received. One of the sectors that were submitted the most was e-commerce/marketplace, which was 23.11% or 282 complaints. Complaints from the e-commerce/marketplace experienced a rapid increase wherein 2017-2019 only 1.35% or as many as 32 complaints. Several consumer complaints received by BPKN in the e-commerce/marketplace include refunds, over the password (OTP), vouchers price, purchase cashback, and others.

Complaint behavior cannot be avoided in buying and selling activities, both in the form of goods and services. According to Singh (1988), complaint behavior is one or several responses made by consumers either by taking action or without any action for their dissatisfaction with a product during the buying process.

Consumer satisfaction is an essential asset for business actors because it can be used as an indicator of the quality and future earnings of the company. Consumer satisfaction can lead to the growth of repeat purchases and will voluntarily recommend the product to others. According to Aisyiyah (2019), there is dissatisfaction online caused by problems with defective products, delivery times, product delivery errors, product changes without confirmation, and products not being sent. Meanwhile, dissatisfaction with services such as seller service, as well as the mismatch of description and appearance. The higher the dissatisfaction with the product quality, the higher the level of consumer complaints. This also applies to the quality of online shopping services.

Several other factors that impact the level of consumer satisfaction and purchase intention are customer service, delivery, and post-purchase tracking systems (Cao et al. 2017). Consumer dissatisfaction is usually shown in the form of complaint behavior. Complaint behavior is defined as all possible income for the dissatisfaction felt at the time of purchase, during the consumption process or the possession of the item (Crie 2003). Based on this, the objectives of this study are (1) to analyze the effect of complaint behavior and satisfaction in handling complaints on repurchase interest in the marketplace and (2) formulate strategies that can be applied to deal with dissatisfied consumers and increase consumer repurchase interest.

This research focuses on the effect of complaint behavior and satisfaction in handling complaints on repurchase intention in the marketplace. The variables analyzed consisted of complaint behavior, satisfaction with handling complaints, and repurchase interest. The criteria of respondents in this study were that they had made online in the last 3 months and experienced dissatisfaction.

## II. RESEARCH METHOD

Respondents' data was collected by using an online. The data used in this study are primary data and secondary data. Primary data is obtained from the results of an online using a google form which contains a list of statements that are systematically arranged and will be filled out by consumers who have shopped and have experienced dissatisfaction in shopping in the marketplace. The secondary data of this research were obtained from journals, theses, scientific works, articles and various related literature. The Sampling technique in this study used a purposive sampling technique with the criteria of consumers who had experienced dissatisfaction in the last 3 months. The number of samples used in this study was 183 respondents. The research sample is Indonesian residents, marketplace shopping transactions online in the last 3 months and experienced dissatisfaction. Measurement of research variables using a Likert scale of 1 to 5 (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree)

The latent variables in this study consisted of exogenous and endogenous variables. Exogenous variables are complaint behavior and complaint handling satisfaction. Meanwhile, the endogenous variable is consumer repurchase interest in the marketplace. Exogenous and endogenous variables are presented in the form of Table 1.

**Table 1 Variable Operational Definition**

| The latent variables           | Operational Definition  |
|--------------------------------|---|
| Complain behavior              | The feeling of dissatisfaction with the goods or services received                                      |
| Complain handling satisfaction | Feelings due to the equality between expectations and reality after receiving complaints about handling |
| Repurchase interest            | The level of intensity at which consumers will continue to use the marketplace services                 |

Data processing and analysis technique is through the Structural Equation Model (SEM) using software LISREL 8.5. This study uses the SEM structural model of complaint behavior in marketplace which is shown in Figure 1.

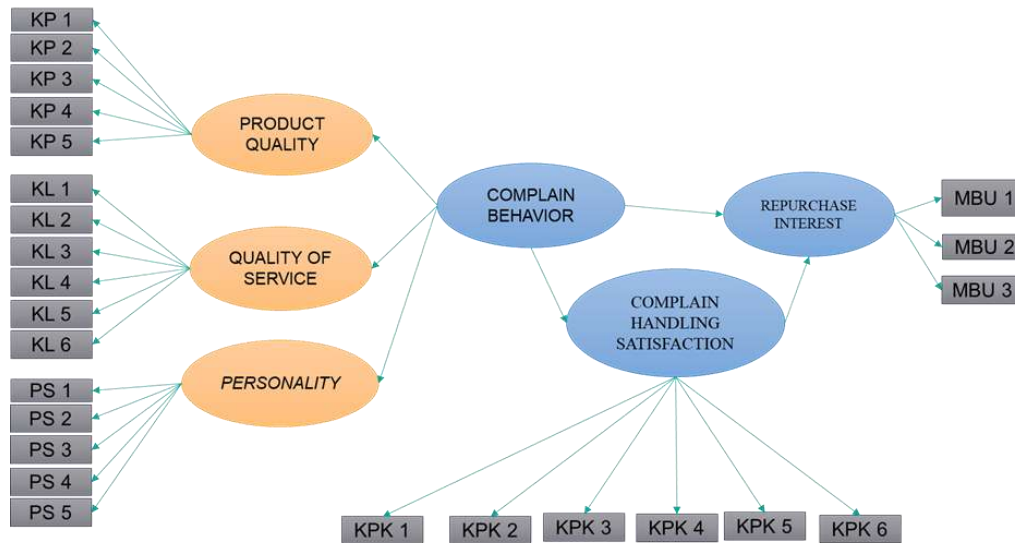


Figure 1. Structural Equation Model (SEM)

### III. RESEARCH FINDINGS

The characteristics of respondents based on gender in this study were almost equal in number. The percentage of male respondents in this study was 99 people with a percentage of 54.10% and female respondents were 84 people with a percentage of 45.90%. In the age distribution, the most significant respondents are aged 21-30 years with a percentage of 44.81%. In terms of education level, 56.83% of respondents mostly have a background bachelor. Meanwhile, based on the type of work, there are variations including students, private sector, civil servants/TNI/POLRI, entrepreneurs, BUMN and housewives. Private employees have a percentage of 54.64%. The distribution of respondents based on monthly income is very diverse with the majority of income > Rp 6 000 001 with a percentage of 57.92%. Furthermore, the number of consumers who made purchases of goods online in the marketplace in the last 3 months was the majority > 8 times for 3 months with a percentage of 25.68%.

#### Identification of Consumer Complaint Behavior

The results show that the respondents in this study in making complaints, most the respondents will complain directly to the seller as many as 95 people with a percentage of 51.91%. They are then followed by respondents who would not recommend it to others as many as 26 people with a percentage of 14.21%. This is followed by the respondents being silent, trying to understand and continuing to repurchase as many as 25 people with a percentage of 13.66%. Another thing that is done is that respondents will make complaints through the customer service marketplace or social media (blogs, Instagram, Facebook, Twitter) or consumer protection agencies as many as 19 people with a percentage of 10.38%, and finally they will stop making online in the marketplace the same as 18 people as much as 9.84%.

#### Mapping of Consumers based on Complaint Behavior

The results show that what makes them dissatisfied with the purchased product is dominated by statements of shapes or specifications that do not match those displayed by 74 people with a percentage of 40.44%. The type of product purchased shows that fashion (clothes/bags/shoes) are the most dominating products to be purchased by 51 people with a percentage of 27.87%.

The prices issued when buying products were dominated by prices < Rp 250 000 for as many as 118 people with a percentage of 64.48%, then followed by Rp 250 001 - Rp 500 000 for as many as 41 people with a percentage of 22.40%. Furthermore, consumers in shopping online application marketplace used are dominated by Shopee as many as 91 people with a percentage of 49.73%, followed by Tokopedia as many as 58 people with a percentage of 31.69%.

#### Hypothesis Test

Based on the path coefficient test results on the structural equation model, the next step is testing the hypothesis through the path coefficient test on the SEM structural model. The structural model is a model that relates exogenous latent variables with other endogenous latent variables. Hypothesis testing uses t-test statistics with

the following decision-making criteria; The hypothesis is accepted if the t-count value  $> 1.95$  with a loading factor value (0.3). The results of the hypothesis are presented in Table 2.

Table 2 Hypothesis test results

| The latent variables                                 | Standardize Loading Factor | t-hit  $> 1.96$ | Conclusion  |
|--|----------------------------|-----------------|-------------|
| Complain behavior → Complain handling satisfaction   | 0.33                       | 3.12            | Significant |
| Complain behavior → Repurchase interest              | 0.29                       | 2.90            | Significant |
| Complain handling satisfaction → Repurchase interest | 0,23                       | 2.30            | Significant |

Hypothesis 1. Based on the structural model analysis t-count 3.12, it shows that complaint behavior has a significant effect on complaint handling satisfaction. This shows that if there is a complaint action taken by the customer and the complaint is responded to and received well, they will be more satisfied with the handling of the complaint they convey. These results are consistent with the results of a study conducted by Sanjayawati (2019) which found that complaint behavior affected satisfaction in handling consumer complaints.

Hypothesis 2. Based on the results of the structural model analysis, the relationship between complaint behavior and repurchase interest has a t-count value of 2.90. Repurchase interest is purchase interest based on past purchase experiences (Hasan 2013). The results of this study indicate that the behavior of complaints has a significant effect on consumers' repurchase interest. This shows that the better the complaint management carried out by the company, the higher the repurchase interest from these consumers. Therefore, efforts to maintain relationships with dissatisfied customers through complaint management are an excellent strategy to maintain repurchase interest from consumers. The results of this study are different from the research conducted by Wibawa et al. (2019) which found that complaint behavior did not affect consumer repurchase intention.

Hypothesis 3. Based on the results of the structural model analysis, the t-count value is 2.30, indicating that the satisfaction of handling complaints has a significant effect on repurchase interest. This means that the more satisfied consumers are with handling complaints, the higher their interest in making repeat purchases. This study is by the results of research conducted by Wibawa et al. (2019) which found that complaint handling satisfaction affected consumers' repurchase intention.

### Managerial Implications

Based on the study results, several things need to be considered:

1. Companies need to provide quality assurance certificates for the products sold so that consumers will feel safe to continue buying products there.
2. The thing that best describes the satisfaction of handling complaints is the fast response from customer service to complaints from consumers. What can be suggested is to ensure a fast response from CS who serve complaints and set sanctions for CS who have poor performance ratings.
3. Regarding repurchase interest, although consumers will continue to repurchase goods even though there are several errors in the application system and the seller, the company must prioritize customer convenience. The thing that must be done is always perform maintenance on the application system and also always check again before sending for the products they sell.

## IV. CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the research that has been done, it can be concluded that based on the results of the SEM analysis, it shows that complaint behavior has a significant effect on satisfaction in handling complaints in the marketplace, complaint behavior has a significant effect on repurchase interest in the marketplace, and complaint handling satisfaction has a significant effect on repurchase interest in the marketplace. Parties Marketplace can provide quality assurance certificates for every product they sell, provide sanctions for employees who are less responsive in accepting consumer complaints and always carry out maintenance application system marketplace and check again before sending for the products they sell.

### Recommendation

Handling complaints or customer complaints quickly and responsively is necessary so that consumers do not switch to marketplaces. Companies can also make service standards clear and contained in product sales descriptions to be easy to understand. Then the handling of complaints needs to be accompanied by service recovery so that consumers feel the difference in the services provided. Further research can include service recovery, consumer trust, and consumer loyalty so that the research model can better describe the problems regarding consumer complaints more comprehensively.

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