

## BEHAVIOR ANALYSIS OF CONSUMER COMPLAINT

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### ABSTRACT

*Complaining is one form of communication for consumers to express their dissatisfaction. Understanding the consumer complaint behavior is an important thing for businesses; however, it is not easy to do. The initial step in understanding this behavior of consumer complaints is to map consumers based on their behavior of complaints and analyze the factors that influence this. This study examines the complaint behavior of consumers in Cibubur who have experienced dissatisfaction with a product. The objectives of this study are to map the consumer complaint behavior and identify its relationship with various factors such as consumer demographics, personality, attitude to businesses, attribution of the causes of dissatisfaction, and product attributes. A crosstab descriptive analysis method was used to map the consumers, while the Pearson correlation analysis methods was used to analyze consumer complaint behavioral relationships with various factors. The results of this study indicated that consumers in Cibubur based on their complaint behavior are classified into four groups: passive, voicers, irates and activist. The passive consumers dominate the category with a percentage of 49%. The voicers, irates, and activist belong to the complaining type and are dominated by young women, with high levels of education and income.*

*Keywords: consumer complaint behavior, product, crosstab, pearson correlation*

### ABSTRAK

*Mengeluh adalah salah satu bentuk komunikasi bagi konsumen untuk mengungkapkan rasa ketidakpuasan yang dirasakannya. Memahami perilaku keluhan konsumen merupakan suatu hal yang penting bagi pelaku usaha, namun sayangnya hal tersebut tidak mudah dilakukan. Langkah awal dalam memahami perilaku keluhan konsumen adalah dengan memetakan terlebih dahulu konsumen berdasarkan perilaku keluhannya dan menganalisis faktor-faktor apa saja yang mempengaruhi perilaku keluhan tersebut. Penelitian ini menelaah perilaku keluhan konsumen pada masyarakat Cibubur yang pernah mengalami ketidakpuasan terhadap suatu produk. Tujuan dari studi ini adalah memetakan perilaku keluhan konsumen dan melihat hubungannya dengan berbagai faktor seperti demografi konsumen, kepribadian, sikap terhadap pelaku usaha, atribusi penyebab ketidakpuasan, dan atribut produk. Untuk melakukan pemetaan konsumen digunakan metode analisis deskriptif crosstab, sedangkan untuk menganalisis hubungan perilaku keluhan konsumen dengan berbagai faktor digunakan metode analisis korelasi Pearson. Hasil dari penelitian ini menunjukkan bahwa konsumen di Cibubur berdasarkan perilaku keluhannya dikelompokkan menjadi empat kelompok yaitu passive, voicers, irates dan activist. Konsumen bertipe passive mendominasi dengan persentase 49%. Konsumen dengan tipe pengeluh, termasuk di dalamnya adalah voicers, irates, dan activist didominasi oleh kaum wanita, berusia muda, memiliki tingkat pendidikan dan tingkat pendapatan yang tinggi. Berdasarkan hasil studi ini, perilaku keluhan konsumen berkorelasi secara positif dan signifikan dengan faktor demografi, sikap terhadap pelaku usaha, atribusi penyebab ketidakpuasan, dan atribut produk.*

*Kata kunci: perilaku keluhan konsumen, produk, crosstab, korelasi pearson*

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## INTRODUCTION

Behavior of consumer complaints is one part of the discipline of consumer behavior that is not much explored fully. Textbooks consumer behavior are discussed comprehensively about the behavior of the consumer complaints were not many. Research journals in Indonesian language about the behavior of consumer complaints are also not commonly found. Most scientific journals about the behavior of consumer complaints found in developed countries such as in Europe and America (Keng, Richmond and Han, 1995). This shows that Indonesian education world attention on the behavior of consumer complaints still low.

On the other hand, business operators have already realized the importance of consumer complaints for its survival. This is evidenced by the more easily discovered the facility for consumers to submit complaints, as an example is through the customer care services that exist in virtually every product packaging. Consumer complaints if handled and managed properly will be an effective tool to get loyal customers (Mowen, 1997). However, the handling of consumer complaints effectively is not an easy thing.

From the description of these two paragraphs, reflecting the disharmony between education and the business community about the behavior of consumer complaints. The business world requires a lot of input from academics about the behavior of consumer complaints, while the other side of the academic world, there are not many academics who are keen to investigate. Based on this fact it is necessary to conduct a study on the behavior of consumer complaints.

The estuary of the study of the behavior of consumer complaints is the formulation of a recovery strategy that appropriate and efficient for businesses. Understanding the behavior of consumer complaints are important to businesses, but to do so is not easy because the consumer is an individual who is a complex one. Consumers are now more educated and informed than in the past, and they have the tools to examine the claims marketing companies to seek alternative products superior (Kottler, 2007). Determining the right recovery strategy must begin by recognizing the consumers based on behavioral complaints.

According to an empirical study on a previous study found that the behavior of consumer complaints linked

to a variety of factors. These factors are consumer demographics (Blackwell et al. 2007; Solomon, 2011; Nugroho, 2002; Robert, 1997; Peter and Olson, 1999), the personality of the consumer, consumer attitudes towards entrepreneurs, attribution of the causes of dissatisfaction and product attributes. There are still many other factors that influence the behavior of consumer complaints, but that will be explored in this study is only five factors that have been outlined. The purpose of this study is to map the behavior of consumers based on consumer complaints and analyze the relationship with the consumer complaint behavior factors that influence it.

This study is limited to Cibubur people who have experienced dissatisfaction with a product in general and not directed to a particular brand or product. Context dissatisfaction with the product is not restricted whether it is caused by the product itself or other things attached to the product.

## METHODS

Location studies of "Behavioral Analysis of Consumer Complaints" was conducted in four shopping malls, mainly located along the alternative path Cibubur, namely: 1) Cibubur Junction, 2) Plasa Cibubur, 3) Mall Ciputra Citra Grand Cibubur, and 4) Giant-Partners 10. The timing of this study was 19–25 April 2015.

This is a descriptive study using survey methods with the aim is to dig many facts and information from respondents with respect to the behavior of consumer complaints in Cibubur area. The research data consist of primary data and secondary data. Primary data were obtained through questionnaires and a debriefing conducted by a team of researchers at the study site. Secondary data like text books, theses, dissertations and scientific journals that support this research.

The population in this study is all Cibubur citizens who have experienced of dissatisfaction after consuming a product in a span of 12 months. Respondents in this study were 120 people. Respondent selection procedure is done by applying a non-probability convenience done by up to visitors who pass through the main house study site every 30 minutes. Prospective respondents were asked their willingness to participate in this study and then conducted interviews and questionnaires. Distributing questionnaires done gradually by dividing

the operating time mall into 2 parts, the morning period (at 10:00 to 15:00) and afternoon period (at 15:00 to 20:00). The sampling locations are arranged so that the respondents were netted in every shopping mall evenly distributed.

To achieve the first objective of this study, that is the identification and mapping of the behavior of consumer complaints, the analytical method is used. Respondents were given alternative answers to remember what actions he had done when experiencing dissatisfaction with a product. Based on the respondents' answers, the respondents can be grouped based on the behavior of the complaint, including whether the passive group, voicers, irates or Activists.

To achieve the second objective of this study that is to analyze the behavioral relationships complaint with the various factors affecting, tabulation method crosstab and Pearson correlation analysis method are used. To analyze the relationship between the behaviors of consumer complaints to the demographic factor, the researcher is used analysis method of tabulation crosstab. This analysis method is descriptive method by looking at the percentage of each group of consumers. As for knowing the relationship behavior consumer complaints with consumer personality, attribution of the causes of discontent, the attributes of goods, and consumer attitudes toward business, the author will use the Pearson correlation analysis. Mathematically, the correlation coefficient (r) Pearson can be written in the following equation:

$$r = \frac{n\Sigma XY - (\Sigma X) \cdot (\Sigma Y)}{\sqrt{\{n\Sigma X^2 - (\Sigma X)^2\} \cdot \{n\Sigma Y^2 - (\Sigma Y)^2\}}}$$

The correlation coefficient is the covariance statistical measurements or association between two variables. The magnitude of the correlation coefficient ranges from +1 to -1. The correlation coefficient indicates the strength linear relationship and the direction of the relationship between two random variables. If the correlation coefficient is positive, then the two variables have a unidirectional relationship. This means that if the value of the variable X is high, then the value of the variable Y will be high anyway. Conversely, if the correlation coefficient is negative, then the two variables have an inverse correlation. This means that if the value of the variable X is high, then the value of the variable Y will be low and vice-versa. To facilitate interpretation of the strength of the relationship between two variables,

the authors provide the following criteria (Sarwono: 2006):

- 0 : No correlation between the two variables
- > 0 to 0,25 : Very weak correlation
- > 0,25 to 0,5 : Fairly correlation
- > 0,5 to 0,75 : Strong correlation
- > 0,75 to 0,99 : Very strong correlation
- 1 : Perfect correlation

Correlation analysis is done using Microsoft Excel software. The questions in the questionnaire on consumer personality, attitude toward business, attribution of the causes of dissatisfaction their product attributes partly adapted from previous research that is conducted by Keng Phau and Sari in 1995 and 2004.

To achieve the first objective of this research, the researcher used descriptive method. Respondents were grouped according to the complaint based on the response behavior that is done to the product which was disappointing. To achieve the purpose of the second study, the researcher used cross tabulation. To achieve all three to sixth this study, the researcher used Pearson correlation analysis. Statistical software that is used in this study is a Microsoft Excel

The core of this study is to map the behavior of consumer complaints and examine how the relationship between the consumer complaint behavior with demographic factors, consumer psychographics, attitudes towards entrepreneurs, attribution of the causes of dissatisfaction and product attributes. Thus, the variables in this study is the Consumer Complaint Behavior, demographic factors, consumer personality, attitude of consumers to businesses, product attribute, Attribution cause of dissatisfaction. The research model is shown in Figure 1.

## RESULTS

### Mapping Behavior Consumer Complaints

Singh (1988) defines consumer behavior in response to consumer complaints triggered by dissatisfaction with consumers psychologically unacceptable and not also forgotten quickly after consuming a product that consumers buy. Behavior of consumer complaints are

part of the post-purchase behavior which is the last part of the decision making process of consumers. Post-purchase behavior includes consumption, evaluation and disposition of products that have been purchased. In the evaluation process after consuming consumer products, general consumers will declare and feel the satisfaction or dissatisfaction. If consumers feel the satisfaction it will form a consumer loyalty, but on the contrary, if consumers feel dissatisfied then the consumer will do complaint behavior. Model of post-purchase behavior can be seen in Figure 2. Day and Landon (1977) proposed a hierarchical scheme of consumer complaint behavior that consists of five levels as shown in Figure 3.

According to Singh (1990), consumers were divided into four groups based on the behavior of the consumer complaints. Passive is the consumer who does not do anything when they discover a product that was disappointing. Voicers are consumers who make complaints directly to the seller, to switch to alternative products, and tell family and friends when they discover a product that was disappointing. Irates

are consumers who deliver public action in expressing his disappointment on the product, including through radio, newspapers, television, social media, and consumer protection agencies. Activist is consumers who make voicers and irates combination of actions, coupled with blatant actions that encourage others to boycott disappointing products.

By combining the behavioral hierarchy schema of consumer complaints filed by Day and London, with the grouping of consumers proposed by Singh, then the behavior of consumer complaints can be hierarchy structured in a sequence of passive, voicers, irates and voicers. Thus it can be used in the statistical analysis as ordinal data. Thus in the test correlations, can be given numeric coding 1–4 sequentially for each type of customers based on the level of complaints. Based on the answers of the respondents in the questionnaire, it was found that the behavior of most people Cibubur complaints, almost half, is passive. Only 10% are classified as Activists, while the rest is voicers and irates group. Table 1 shows the results of the mapping behavior of consumer complaints of Cibubur society.

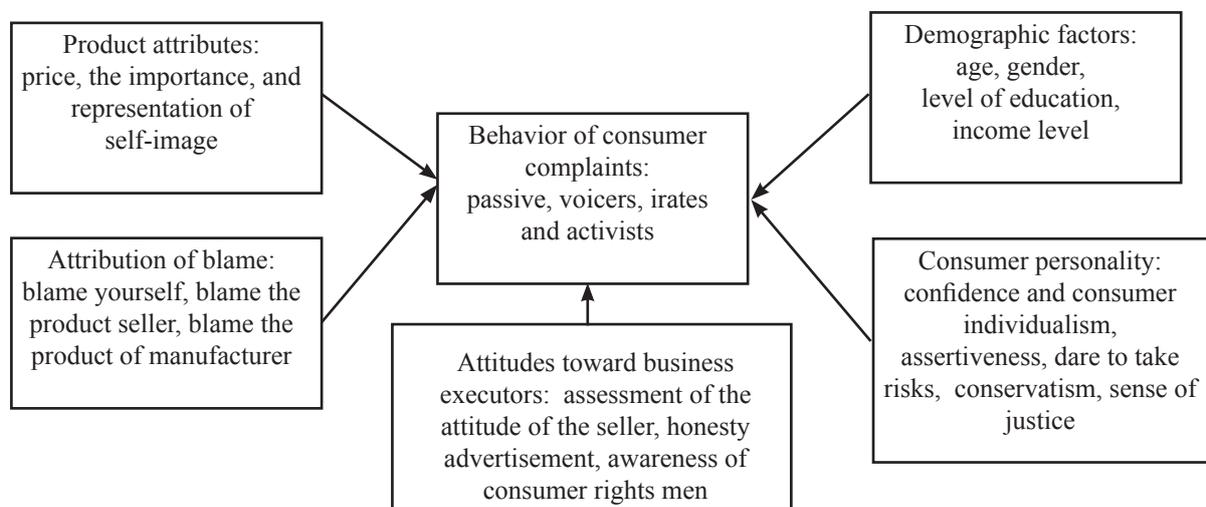


Figure 1. Research model

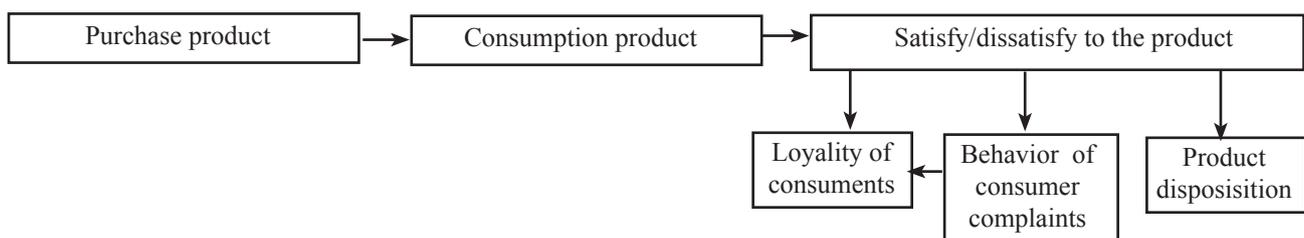


Figure 2. Model post-purchase behavior

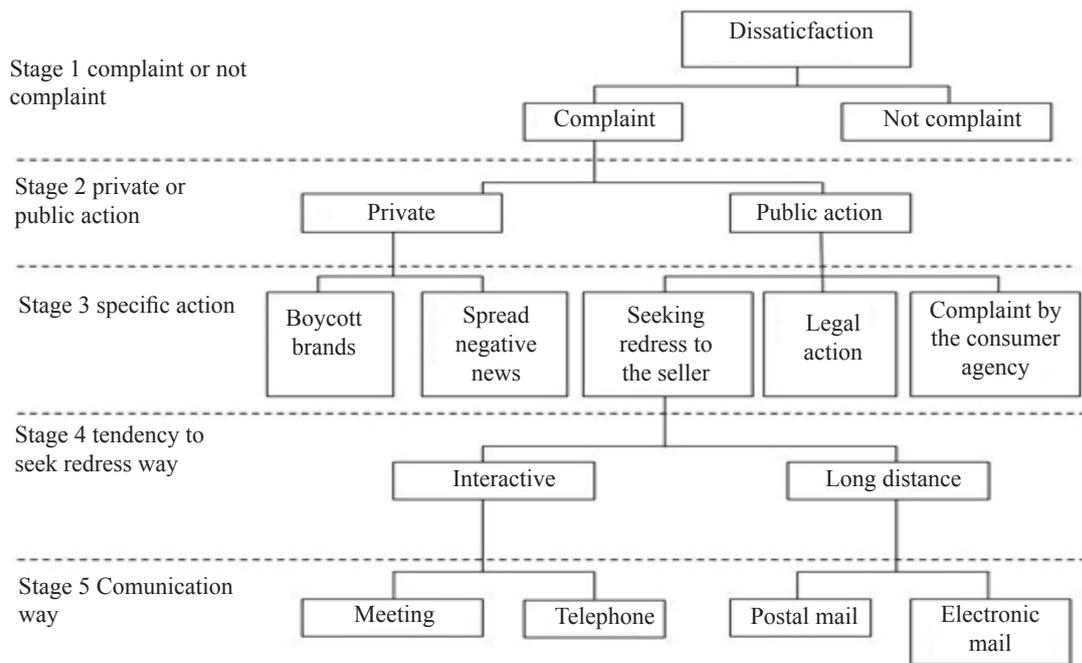


Figure 3. Schemes hierarchy consumer complaint behavior

Table 1. mapping the behavior of consumer complaints

Complaint types	Frequency	Percentage (%)
Passive	59	49,2
Voicers	34	28,3
Irates	15	12,5
Activist	12	10,0
Total	120	100,0

A consumer expectation of a product and the consumer response in expressing dissatisfaction with the product is affected by several factors, including the demographic factors. Demographic factors refer to in this study that only include gender, age, education level, and income level. Distribution of respondents' answers related to information demographics indicate a relationship between the behavior of consumer complaints with demographic factors that can be shown in Table 2 so that can generally be described that most consumers male-type passive 71%, whereas the majority of female consumers of type are whiners, either voicer form, irates, and activist. This shows that gender has a relationship with the consumer complaint behavior of consumers, where consumers type of whiner's existence dominated by women. This finding is consistent with the results of research conducted by Phau and Sari (2004), Manikas and Shea (1997), and Nimako Mensah (2012), and Sutanto, Gunawan and Thio (2014), and Ndubisi and Ling (2006). Consumers aged 17–24 years; most of the complaining types are voicer, irates,

or activist. Meanwhile, consumers aged above 25 years are mostly in the passive group. Thus it can be said that the age of the consumer has a relationship with the consumer complaint behavior. This is consistent with the results of research conducted by Keng, Richmond and Han (1995), Phau and Sari (2004), and Metehan and Yasemin (2011).

Most consumers with incomes of more than 10 million rupiahs per month is a type of whiner consumers. Only 26% of consumers with an income of only 10 million rupiahs per month are a type of passive consumers. Consumers with incomes range 3–10 million rupiahs per month can be said that almost half of the passive type. The remaining half of the consumers is of type whiners. Consumers with an income of less than 3 million per month mostly include in the type of passive consumers. Thus it can be said that the relationship between the levels of income with the behavior of consumer complaints is the higher education of consumers, the higher the level of consumer complaints. This is consistent with research Keng, Richmond and Han (1995), Yoga and Warmika (2013), and Phau and Sari (2004).

Consumers with undergraduate or higher are most of the complaining type. Whereas the consumer with lower levels of education than bachelor level of education is largely in passive type. This shows that consumers of

type whiners, either voicer, irates, as well as a consumer activist with a high level of education who understand their rights as consumers and know how to submit complaints. In general it can be said that the higher the level of education of consumers, the higher the level of consumer complaints. This is consistent with findings from research conducted by Phau and Sari (2004).

### Personality Relationships with Consumer Complaint Behavior

Another interesting finding of this study deals with aspects of personality, attitude towards businesses, attribution of the causes of dissatisfaction and product attributes which found the average value of the respondents' answers were consistent increase or decrease according to the level of consumer complaint behavior. Table 3 shows that:

1. The higher consumer confidence and individualism, the higher the level of consumer complaints. The correlation coefficient between the two is 0,20.
2. The lower the attitude of conservatism that consumers have, the higher the rate of consumer complaints. The correlation coefficient between the two is -0,47.
3. The higher the assertiveness of consumers, the higher the rate of consumer complaints. The correlation coefficient between the two is 0,27.
4. The risk-taking, the higher the rate of consumer complaints. The correlation coefficient between the two is 0,37.
5. The higher the sense of justice that is owned by the consumer, the higher the level of consumer complaints. The correlation coefficient between the two is 0,18.

Table 2. Distribution of consumer demographics and behavior of consumer complaints

Variable	Passive	%	Voicers	%	Irates	%	Activist	%	Total (%)
<b>Gender</b>									
Male	36	71	9	17	3	6	3	6	100
Female	23	33	25	36	12	17	9	14	100
<b>Age (years)</b>									
17–24	5	16	13	42	7	23	6	19	100
25–24	11	52	7	33	1	5	2	10	100
35–44	30	61	12	24	5	10	2	5	100
45–54	13	67	2	11	2	11	2	11	100
>54	0		0		0		0		
<b>Income (in millions rupiahs/month)</b>									
< 1million	17	85	1	5	1	5	1	5	100
1–3	11	79	1	7	1	7	1	7	100
3–5	10	44	7	30	4	17	2	9	100
5–10	12	43	11	39	2	7	3	11	100
>10	9	26	14	40	7	20	5	14	100
<b>Education</b>									
SD	0		0		0		0		
SMP	12	70	1	6	2	12	2	12	100
SMA/SMK	18	60	8	27	3	10	1	3	100
D3	19	51	13	36	3	8	2	5	100
S1	10	30	12	37	6	18	5	15	100
S2/S3	0		0		1	33	2	67	100

Table 3. Relationship between personality of consumer and behavior of consumer complaints

Personality Consumer	Mean values answers			
	Passives	Voicer	Irates	Activists
<b>Confidence and Individualism</b>				
Likes to do everything in his own way	4,4	4,4	4,8	4,8
Likes to be different from the others	4,1	4,2	4,5	4,1
Easy to socialize with other people	3,8	4,8	4,9	4,5
Feeling better than others	3,1	3,5	3,1	3,7
Feel more important than others	3,2	3,3	3,3	4,1
Average mean value	3,7	4,0	4,1	4,2
The correlation coefficient of the behavior complaint	0,20			
<b>The attitude of Conservatism</b>				
Always listen to the counsel of parents	4,6	5,3	5,3	3,8
Having a goal to work after college	5,0	4,8	4,9	3,9
Making a living is the obligation of head of the family	5,1	3,9	2,9	2,8
Her husband and children are not neglected if the wife works full time	4,9	4,0	3,5	3,5
Working in an office is more prestigious than at home	4,5	2,9	3,1	2,4
The average value	4,8	4,2	3,9	3,3
The correlation coefficient of the behavior complaint	- 0,47			
<b>Assertivity</b>				
I'm an emphatic person	4,2	4,5	4,2	4,3
I defend something that is believed to be correct	4,3	4,7	5,0	4,8
Consumers are entitled to make complaints	3,9	4,5	4,8	4,6
I dared to ask if you do not understand	4,0	4,6	4,6	4,7
I dared to correct the boss	3,4	4,3	4,6	4,3
The average value	4,0	4,5	4,6	4,5
The correlation coefficient of the behavior complaint	0,27			
<b>Dare to Take Risks</b>				
Dare to leave the job to start a business	3,6	4,0	4,1	4,5
Like hiking and extreme sports	3,1	3,9	4,1	3,8
Like buying shares	3,2	3,1	3,8	4,1
Dare to marry despite not having a job	2,3	2,4	3,6	3,8
The average value	3,1	3,4	3,9	4,1
The correlation coefficient of the behavior complaint	0,37			
<b>Sense of Justice</b>				
The return of money can be exchanged with candy	4,2	4,6	4,6	4,3
Busway lanes grabbers do not deserve to be punished	4,4	4,5	5,0	4,6
Selection of business partners without a tender process	3,9	4,2	4,4	4,1
Can do the unilateral termination of cooperation	3,8	4,0	4,0	4,7
The average value	4,1	4,3	4,6	4,4
The correlation coefficient of the behavior complaint	0,18			

The results of the above findings are consistent with the findings of the research conducted by Keng, Richmond and Han (1995) and Phau and Sari (2006) which states that consumers have the personality of a close and significant relationship with the consumer complaint behavior. In tune with research conducted by Thogersen, Juhl, and Poulsen (2003) stated that consumers with a high level of emotion usually also

have a consumer complaint aggressive behavior. Research conducted Ngai et al. (2007) suggest that the cultural dimensions affecting consumer complaint behavior while cultural dimension is closely related to the personality of the consumer as one of the elements forming one's personality is a culture that held firmly by the consumer. Research conducted by Huang and Chang (2008) suggested that consumers with personality type

A is with characteristics like to compete, aggressive and impatient when experiencing dissatisfaction with a product will complain vigorously and expect a good response from the seller or manufacturer of the goods. As with the results of research conducted by Berry (2012) which states that the consumer's personality is not a factor directly related to the behavior of consumer complaints, particularly in terms of how consumers expressed dissatisfaction.

### Complaints Behavior and Other Variable Relationships

Another variable in this research is the attitude towards business, attribution of the causes of dissatisfaction and product attributes. Distribution of respondents'

answers to these variables and the relationship with the consumer complaint behavior can be seen in Table 4. Based on the analysis of correlation with the behavior of a complaint, it can be said that the attitude of consumers to businesses illustrate how consumers feel about the market, the behavior of producers as well as consumer products (Singh, 1996 ). The more positive attitude towards businesses that are owned by the consumer is the higher the level of the consumer complaint when experiencing dissatisfaction. The correlation coefficient between the two is 0,57. This finding is consistent with the results of research conducted by Keng et al. (1995) which states that consumers who complain in general have a positive attitude towards businesses so that they trust the responsiveness of businesses.

Table 4. Relationship attitudes toward business, attribution of the causes of dissatisfaction and product attributes to the behavior of consumer complaints

Attitudes Toward Business Performer	Mean values answers				
	Passives	Voicer	Irates	Activists	
Sellers will serve returns of defective products	3,0	3,7	3,5	3,7	
Sellers are willing to exchange the defective product with a new one	2,7	3,9	4,8	5,0	
Sellers have tried to provide quality products	3,0	4,2	4,7	4,7	
Sellers noted complaints received	4,3	3,9	3,2	2,8	
Advertisement products give an honest picture of the quality of the actual product	3,0	3,8	3,3	3,7	
Cheating occurs because the business consumer rights that are not protected	3,2	5,1	4,6	4,3	
Average of mean value	3,7	4,0	4,1	4,2	
The correlation coefficient of the behavior complaint	0,57				
Attribution Causes of Dissatisfaction	Passives	Voicer	Irates	Activists	
1. Blame yourself					
Lack of information on pre-purchase by consumers	4,0	3,5	3,3	2,9	
Purchases are in a hurry	4,0	3,2	3,4	2,4	
Average Values Mean	4,0	3,3	3,3	2,7	
Correlation with behavioral complaints	-0,35				
Average mean value	3,1	4,0	4,1	4,5	
2. Blaming Seller					
The seller is not honest and conscientious	2,8	5,0	4,8	5,1	
Correlation with behavioral complaints	0,51				
3. Manufacturers blame					
failure Manufacturers	3,1	3,5	4,1	4,5	
Correlation with behavioral complaints	0,18				
Product attributes	Correlation with behavioral complaints	Passives	Voicer	Irates	Activists
The price level for consumer products	0,13	3,1	3,7	3,5	3,6
The importance of the product for consumers	0,26	3,0	3,9	3,9	4,2
Image representation for consumer products	0,04	2,8	2,9	3,0	2,9

Fatma (2012) in his research found that there is a positive correlation and very significant as between assertiveness with the intention of consumer complaints. Likewise, in research conducted by Thogersen et al. (2003) which states that the conduct complained performed consumers rely on consumer attitudes towards businesses, as well as research conducted by Phau and Sari (2004) which states that the consumers of type whiners general attitudes toward businesses that are more positive than a type of passive consumers. Research conducted by Fernandez and Santos (2007) also showed that the more positive consumer attitudes towards businesses, the greater the intention of the consumer to make complaints when experiencing dissatisfaction. Similarly, in a study conducted by Manzoor et al. (2013) stated that the attitude towards business people have a positive and significant relationship with the intention of consumers to file complaints.

The higher the price of a product to a consumer is the higher the level of complaints when experiencing dissatisfaction. The correlation for both coefficients is 0,13. The more important meaning for the consumer of a product is the higher the level of complaints when experiencing dissatisfaction. The correlation for both coefficients is 0,26. The consumer's self-image that is represented by the coefficient correlation is very small products. These findings are most consistent with the study conducted by Keng et al. (1995) and Phau and Sari (2004) which states that the consumer will be inclined to complain when the products that disappoint the customers are expensive.

Attribution of the causes of discontent when the customers find unsatisfactory product that is caused by a mistake a seller with a correlation coefficient of 0,51, and is caused by producers with a correlation coefficient of 0,18. The greater the consumers blame either case, the higher level of consumer complaints. In contrast, in the condition of consumers blame themselves the lower the behavior complaint. The correlation coefficient between the two is -0,35. These findings are consistent with research conducted by Blodgett and Granbois (1992), Keng et al. (1995), Phau and Sari (2004) which states that consumers tend to blame the seller of the product and manufacturers of the products when experiencing dissatisfaction with a product. Research conducted Mousavi and Esfidani (2013).

## Managerial Implication

Based on the results of the mapping behavior of consumer complaints, businesses are permitted to formulate a recovery strategy appropriate to the characteristics of the consumer. The way to win the hearts of women consumers is different from male consumers. Similarly, the way to win the hearts of young consumers differs by dealing with consumers aged adults, and so on. The formulation of appropriate service recovery is important for business actors because if it is not done properly then complaints from consumers potentially damaging the reputation of businesses.

The results of the analysis of the relationship of personality consumer with behavior consumer complaints shows that only the attitude of conservatism, dare to take risks and assertiveness that has a strong enough relationship with the behavior of consumer complaints. Tips to deal with consumers with low conservatism attitude, the attitude of high assertiveness, and attitudes that dare to take a high risk is to be open and straightforward.

The results of analysis of the relationship attitudes toward business operators and consumer behavior shows that a positive attitude that encourages the high level of complaints. Entrepreneurs who either should have welcomed the results of this study, and continue to try and to encourage consumers to submit complaints. Criticism, complaints and feedback from consumers should be used as a means to correct the deficiencies of the businessmen.

The results of the analysis of the relationship attribution to cause dissatisfaction with the behavior of consumer complaints shows that consumers who are more likely to blame are the complaining type of customers when experiencing dissatisfaction of the blame manufacturers. For businesses, especially traders, it should be noted that he was vulnerable a target of complaints from consumers. To anticipate, the traders must conduct of product quality merchandise, not to place the sale of defective products due to negligence in selecting merchandise trader.

Consumer dissatisfaction with a product is not always caused by the product itself. Sometimes dishonesty of sellers in offering the product resulted in dissatisfaction experienced by consumers who believed nonsense from the seller. It is recommended that the seller is not

too much in an attempt to reassure consumers with the performance or quality of a product. Consumers will appreciate the honest seller; the seller who delivers what the advantages and disadvantages of the products it sells. If this is done properly and consistently by businesses, it is believed will improve consumer attitudes towards businesses become more positive, so we will get a loyal customer.

The results of the analysis of product attribute with the behavior of consumer complaints shows that the importance of a product for consumers has a strong enough relationship with the behavior of consumer complaints. While the price and self-image has a very weak relationship with the behavior of consumer complaints. The importance of the product for consumers is a matter of subjective and different for each consumer. Business actors are required to be able to understand any products which are important for consumers, and ensure that the quality of the product is good.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

The results of the mapping behavior Cibubur public complaints show that consumers based on the complaint consists of passive behavior (49,2%), voicers (28,3%), irates (12,5%), and activist (10%). Consumer-type complainer, voicers, irates and activist dominated by women, old and young in the range of 17–24 years old, have a high level of education, and have a high level of income. Consumer-type complainer, either voicers, irates, and activist in terms of personality have high confidence, conservatism low attitude, willing to take risks, assertiveness high attitude, and sense of justice. Consumer-type whiners, voices, irates and activist have a positive attitude towards businesses; the Group is more to blame than the manufacturer when the seller found a product that was disappointing.

In terms of product attributes, in general the more expensive the product, the more important the value of a product to consumers, and the higher the consumer appreciation of the product because it is felt can reflect the customers' image, the higher the rate of consumer complaints when they discover the product disappointed him. However, the significance of a product has the closest relationship to the behavior of consumer

complaints, compared to the price and representation of self-image.

### Recommendations

Entrepreneurs may formulate appropriate service recovery by utilizing the findings of this study that is related to the behavior of consumer complaints. Service recovery will deliver consumer loyalty for business actors. Recommended business actors in order to create an atmosphere that supports the process and those consumers are more willing to submit complaints directly to businesses. This is important so that consumer complaints can be dealt with appropriately and does not spread in the wild that can potentially damage the reputation of businesses.

Subsequent research on the theme of consumer complaint behavior analysis can be developed not only limited to the dissatisfaction with the product, but also dissatisfaction with the services, and also a location area also suggested to the region in the wider region such as the cover of the province which consists of several districts. The education pays more attention to the topic of consumer dissatisfaction and complaint behavior of consumers. Sub-chapter discussion of the behavior of consumer complaints in detail to realize that the good handling of complaints consumers have the potential to generate customer loyalty.

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