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## The Effect of Unsatisfied Experience, Culture Value, and Value Loss on Complaint Intention of Electronic Devices in Bogor, West Java, Indonesia

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**Abstract.** Purchase dissatisfaction on electronic devices could cause complaint intention. Besides purchase dissatisfaction, culture values included individualism and collectivism also influenced complaint intention. The aim of this study was to analyze the effect of unsatisfied experience, culture value, and the value loss on complaint intention of electronic devices. The location of this study was selected purposively which was Paledang District, Central Bogor Regency, Bogor City. The study involved 100 respondents which were selected purposively. The respondents were a husband or a wife who made a decision on buying and using electronic devices. The data were collected with an interview using questionnaire. The result showed that unsatisfied experience, individualism, and age influenced complaint intention while collectivism, value loss, and family income were the factors which did not influence complaint intention.

**Keywords:** culture values, collectivism, individualism, complaint intention, value loss, unsatisfied experience

**Abstrak.** Ketidakpuasan pembelian barang elektronik dapat menimbulkan adanya niat komplain. Selain ketidakpuasan, *culture value* juga memengaruhi seseorang berniat untuk melakukan komplain. *Culture value* dalam penelitian ini meliputi individualisme dan kolektivisme. Penelitian ini bertujuan untuk menganalisis pengaruh pengalaman ketidakpuasan, *culture value*, serta nilai kerugian terhadap niat komplain pada barang elektronik. Pemilihan lokasi penelitian dilakukan secara purposif yaitu di Kelurahan Paledang RW 04, Kecamatan Bogor Tengah, Kota Bogor. Penelitian melibatkan 100 orang sebagai sampel yang dipilih secara purposif, yaitu suami atau istri yang mengambil keputusan dalam membeli barang elektronik. Data diperoleh melalui wawancara dengan menggunakan kuesioner. Hasil penelitian menunjukkan bahwa pengalaman ketidakpuasan, individualisme, dan usia memiliki pengaruh terhadap niat komplain sedangkan kolektivisme, nilai kerugian, dan pendapatan keluarga merupakan faktor-faktor yang tidak berpengaruh terhadap niat komplain.

**Kata kunci:** *culture values*, individualisme, kolektivisme, niat komplain, nilai kerugian, pengalaman ketidakpuasan

## Introduction

One product with increasing sales every year in Indonesia is electronic device. On the other hand, based on the complaint by Indonesian Consumers Organization, in 2015 the electronic device is one of the commodities that go into 10 goods/services with many complaints by as many as 47 cases (4.56%). Meanwhile, in 2014 electronic devices did not include the group of 10 commodities with many complaints (Sujatno, 2015). Based on these data, the possibility of complaints on the electronic devices might increase each year.

Singh (1988) explained that complaint is a response that indicates someone when feeling of dissatisfaction when purchasing goods or services. Complaint intention according to Kim et al. (2003) is a person's desire to make complaints to the company because the feeling of dissatisfaction. Complaint is important to understand because it has an impact to the sale of goods and services performed by producers, and by knowing complaints the company manager can accept the input and help in solving problems that are arose (Foedjiwati and Samuel, 2007).

In general, complaint is related to dissatisfaction experienced by consumers. One of the studies that discusses the complaint intention is made by Foedjiwati and Samuel (2007) and Jin (2009) who concluded that complaint intention was influenced by the attitude towards the complaint delivery, the perception of value, and the perception on the possibility of complaint success. Fernandes and dos Santos (2007) added that in addition to those factors, the complaint intention was also influenced by the confidence and the level of dissatisfaction. Consumer dissatisfaction is also partly attributable to consumer information obtained from the evaluation of a product (Arianto, 2013).

Unsatisfied experience can cause negative feelings in consumers resulting in a desire to complain (Hakimah et al., 2010). This is supported by Nimaiko (2012) who explained that the experience of dissatisfaction affected the intention to make complaints. In addition to the above variables, the value culture in this study is also one of the factors being indicated to have an influence on the complaint intention. Culture is one of the factors that influence differences in purchasing goods and services (Kotler and Philip, 2005). Sumarwan (2011) stated that culture is all values, symbols, and beliefs that influence behavior, attitudes, beliefs, and habits of a person and a society. One of culture dimensions that have a relationship with the consumer behavior is individualism and collectivism (Volkov and Michael, 2004). Markus and Kitayama (1991), as cited in Wan (2011), stated that individualism is the way people see themselves as individuals apart from others. Conversely, people as collectivism defines themselves in relation to others and tend to see themselves as member of a group. In relation with consumer behavior, Schiffman and Kanuk (1994) revealed that consumers tend to be individualistic in the selection of goods or services. The fundamental difference between individualist and collectivist cultures has significantly impact on behavior of the complaint (Chan, 2008, as cited in Wan, 2011).

Cahyadi (2014) through his research stated that the consumers having low perception of the value loss so that the loss obtained is not too high, feel no need to seek compensation for the losses suffered. The tendency of the complaint is influenced by the price level of goods (Azam et al., 2013).

Based on previous studies that explain various factors of complaint intentions, the aim of this study was to: (1) identify the respondent and family characteristics, access to information, unsatisfied experience, culture value, value loss, and complaint intention on electronic devices; and (2) analyze the factors that influence the complaint intention on electronic devices.

## **Method**

### **Participants**

This study was conducted in Paledang Village, Central Bogor District, Bogor City using cross sectional design study. Purposive sampling was done with the sample criterion was a husband or a wife who made decisions in the purchase of electronic devices. The number of samples in this study was chosen purposively as many as 100 people who had experienced dissatisfaction in purchasing electronic devices.

### **Measures**

Types of data collected in this study were primary data and secondary data. The primary data was collected through interview using a structured questionnaire containing the variables studied, namely the respondents and family characteristics, access to information, unsatisfied experience, culture value, value loss, and complaint intention. Meanwhile, secondary data was obtained from the relevant institutions. Before conducting the study, validity and reliability test of the instrument were carried out. The variable of unsatisfied experience consisted of seven items of questions which was developed based on the attributes of electronic devices. The items on unsatisfied experience instrument were rated on a 4-point scale (1=never, 2=rarely, 3=often, and 4=always) with the Cronbach's Alpha of 0.764.

Variable of culture value in this study encompassed individualism and collectivism, each consisting of 8 modified questions from Triandis and Gelfland (1998). The items were rated on a 5-point scale (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree). Cronbach's Alpha value for individualism instrument was 0.866 while collectivism had a value of Cronbach's Alpha of 0.780. Meanwhile, complaint intention contained 10 items adopted from Singh (1988) with a Cronbach's Alpha of 0.870. The items were also rated on a 5-point scale (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree).

### **Analysis**

Descriptive analysis and inferential analysis were carried out in this study. Descriptive analysis was used to describe the respondent and family characteristics, access to information, unsatisfied experience, culture value, value loss, and complaint intention. The data was presented by frequency, mean, maximum, minimum, and deviation standard. Multiple linear regression, the inferential analysis, was used to analyze the effect of independent variables on complaint intention.

## Result

### Respondent and Family Characteristics

The number of respondents in this study was 100 people. More than half of the respondents were women (64 people) and the remaining 36 persons were men. Minimum age of respondents was 20 years old and the maximum age was 65 years old while the average age was 41.4 years. In this study, more than half of the respondents (65%) belonged to the middle age ranging 36-50 years old. The education level of the respondents almost evenly: 34 percent enrolled primary school, 37 percent enrolled junior high school, and 29 percent enrolled senior high school. Based on characteristics of the occupation, half of the respondents were unemployed (50%) and the remaining 50 percent were employed. The results showed that more than half of the respondents (66%) were categorized in a small family size with less than 4 members in a family. As many as 61 respondents fell into the category of non-poor. Meanwhile, the family income ranged between Rp700.000 to Rp8.000.000 with an average income of Rp2.030.000.

### Access to Information

Based on Table 1, almost all respondents (96%) obtained the information from as many as 1-3 sources to make complaints to the industry while the remaining 4 percent of respondents got the information from 4-6 sources. The information on how to complain was mostly obtained from the industry employees (83%), friends (59%), family (54%), call center/customer service (7%), and television (1%).

Nearly all respondents (91%) were not exposed to information about the consumers' rights and obligations and the remaining 9 percent of respondents obtained this information from 1-3 sources. According to Table 1, the information source of consumers' rights and obligations was obtained from 0-3 sources. The information on consumers' rights and obligations was derived from the television (4%), family (4%), friends (3%), and newspapers (1%).

Table 1 Distribution of the respondents by the information source

Number of information sources	Electronic devices complaint (%)	Consumers' right and obligations (%)
0 sources	0.0	91.0
1-3 sources	96.0	9.0
4-6 sources	4.0	0.0
7-10 sources	0.0	0.0
Total	100.0	100.0

### Unsatisfied Experience

Based on the average score of the answers on unsatisfied experience questionnaire, most problem experienced by the respondents was electronic components and spare parts which were easily damaged. Moreover, other problems experienced by many respondents were the poor service from the clerk and the warranty period which was shorter than the written period. On the other hand, the fewest problem experienced by the respondent was not being given the instruction manual.

The average score of 13.76 of unsatisfied experience indicated that the unsatisfied experience of respondents in this study was relatively low. Based on Table 2, the majority of respondents had experienced dissatisfaction in low category (99%) while the remaining respondents, as many as 1 percent, experiencing dissatisfaction classified in middle category.

Table 2 Distribution of the respondents by the unsatisfied experience score

Category	Unsatisfied experience (%)
Low (0-33.33)	99.0
Middle (33.34-66.67)	1.0
High (66.68-100)	0.0
Total	100.0
Min-Max	4.8 – 42.9
Mean±SD	13.8±6.3

### Culture Values

Based on Table 3, it was said that most of the respondents in this study (97%) had a collectivistic culture of high category while the rest (22%) hold individualist cultures. Individualistic culture of the respondents was also found in the medium category (78%). In general, the results showed that nearly all respondents (96%) had a tendency on collectivistic culture. Meanwhile, there were only 2 percent of the respondents having a tendency on individualistic culture. Finally, another 2 percent of the respondents included both had a tendency on individualism and collectivism.

Table 3 Distribution of the respondents by the cultural values

Category	Individualism (%)	Collectivism (%)
Low (0-33.33)	0.0	0.0
Middle (33.34-66.67)	78.0	3.0
High (66.68-100)	22.0	97.0
Total	100.0	100.0
Min-Max	34.4-84.4	59.4-100.0
Mean±SD	58.5±9.3	80.3±7.3

### Value Loss

The results showed a range of value loss of the respondents from Rp10.000 up to Rp500.000. More than half of the respondents (69%) had value loss in the range of Rp10.000 up to Rp100.000. On that value range, the price of electronic devices purchased by the respondents was from Rp50.000 to Rp2.000.000. The highest loss value experienced by the respondents in this study was in the range of Rp410.000 to Rp500.000. On that value range, respondents purchased electronic devices at a price range of Rp50.000 to Rp2.000.000 and Rp2.050.000 to Rp4.000.000.

In this study, most electronic device purchased by the respondents was a mobile phone (63%) and the respondent purchased it evenly at Rp881.746,03. Besides, as many as 27 percent of the respondents purchased a television with an average price was Rp1.818.518,52.

Tabel 4 Distribution of the respondents by the price of goods and the value loss

Price (Rp...000)	Loss value (Rp...000)						Total
	10-100	110-200	210-300	310-400	410-500	≥510	
50-2.000	69	4	1	0	3	0	77
2.050-4.000	13	0	0	0	2	0	15
4.050-6.000	3	3	0	0	0	0	6
6.050-8.000	0	0	0	0	0	0	0
8.050-10.000	0	0	0	0	0	0	0
10.050-12.000	1	0	0	0	0	0	1
12.050-14.000	0	1	0	0	0	0	1
Total	86	8	1	0	5	0	100

### Complaint Intention

Based on the results, the more frequent complaint intention done by the respondents was to tell friends and relatives about the unsatisfied experience. Other than that, the respondents also tended to deliver their complaint to the manager in the next purchase. On the other hand, the complaint intentions barely chose by the respondents were to take legal action against the electronic devices company and even to forget about the unsatisfactory on electronic devices or to do not complain at all. According to the distribution of respondents based on complaint intention score, nearly all respondents had intentions to complain in the middle category when experiencing dissatisfaction over purchased electronic devices (Table 5).

Tabel 5 Distribution of the respondents by the complaint intention

Category	Complaint intention (%)
Low	1
Middle	97
High	2
Total	100
Min - Max	32.0 – 70.0
Mean $\pm$ SD	49.8 $\pm$ 7.4

### Factors That Influence Complaint Intention

The multiple regression result is presented in Table 6. Based on the results of multiple regression analysis, it can be seen that the value of Adjusted R were obtained of 0.083 indicating that as big as 8.3 percent of the variables in the regression model could explain the factors that influenced the complaint intention. Meanwhile, the remaining 91.7 percent of the complaint intention was influenced by several other factors which were not examined in this study.

According to Table 6, the factors influencing complaint intention were unsatisfied experience, individualism, and age. Unsatisfied experience had a significant negative influence on the complaint intention (p-value=0.013). According to the value of unstandardized coefficient (B), it indicates that the increasing of 1 point of the unsatisfied experience score would lower the respondent complaint intentions score for 0.298 points. Meanwhile, the individualistic culture had a significant positive influence on the complaint intention (p-value=0.030). That is, the increasing of 1 point of the individualism score would raise the complaint intentions as big as 0.171 points. In addition to these variables, age also influenced significantly negatively the complaint

intention ( $p$ -value=0.019). It indicates that the increasing of 1 year of age would reduce the complaint intentions score for 0.210 points.

Table 6 Multiple linear regression analysis of independent variables on complaint intention

Independent variable	B	$\beta$	Sig
Constant	40.826		0.000
Age (year)	-0.210	-0.246	0.019*
Unsatisfied experience (index)	-0.298	-0.254	0.013*
Individualistic culture value (index)	0.171	0.214	0.030*
Collectivistic culture value (index)	0.142	0.140	0.168
Price	0.000	-0.009	0.943
Income	0.002	0.032	0.797
F		2.499	
R		0.373	
Adjusted R <sup>2</sup>		0.083	
Sig.		0.028	

Note. (\*) significant at  $p < 0.05$

## Discussion

This study aimed to determine the effect of the unsatisfied experience, culture value, and value loss on the complaint intention on electronic devices. Based on the characteristics of respondents, more than half of the respondents (64%) were female while remaining was male. The average age of the respondents was 41.4 meaning that the respondents fell into the category of middle-aged (36-50 years) (Sumarwan, 2011). Meanwhile, the education level of respondents was mostly in junior high school with more than half of the respondents was not employed. The results also showed that more than half of the respondents were categorized in small family size ( $\leq 4$  persons) and nearly all respondents were not poor.

Chiu and Chiu (2012) state that the access to information about goods and services is a step in elaborating the knowledge so that consumer will have attitudes toward the goods and services. Although access to information is important for consumers, the respondents in this study were not overly exposed to information that enabled them to recognize the electronic devices. It was proved from the results of this study showing that access to information on consumers' rights and obligations were not derived from any source by nearly all respondents.

Dissatisfaction can arise because someone already has negative feelings in advance on certain products (Colgate & Danaher, 2002, as cited in Souca, 2014). Unsatisfied experience of the respondents in this study fell into low category. This could happen because the respondents could express their dissatisfaction by complaining directly to the electronics company, revealed even influenced other people to buy electronic devices and switch to other brands (Chandra, 2013).

Age was proved having a significant negative effect on complaint intention. This result is consistent with Tronvoll's study (2011) which revealed that consumers with younger age had a tendency to complain than older consumers. In contrast to the result of Tronvoll's (2011), Phau and Baird (2008) stated that consumers who had a lifespan of more than 40 years have a higher expectation on items they purchased, and they tend

to make complaints. Meanwhile, the result showed that family income did not significantly influence complaint intention. This result has accordance with Phau and Baird's study (2008) which said that income had no effect on complaint behavior.

The result of regression analysis showed that the unsatisfied experience affected negatively on complaint intention ( $p$ -value = 0.013). Hakimah et al. (2010) proved that unsatisfied experience is very closely related to complaint behavior. The experience can be over the products, services, processes and other components (Hartini and Aventina, 2013). The result of this study is different with the study of Velazquez et al. (2008) which showed that the attitude towards complaints, level of information, complaint experience, level of dissatisfaction, and perception on the possibility of complaint success had a significant positive effect on complaint intentions. Meanwhile, Zain (2011) stated that consumers did not make complaints because they thought it would not solve their problems. Consumers prefer to do word-of-mouth as an alternative behavior in expressing unsatisfied experiences. Nimaiko and Mensah (2012) proved the same thing that consumers who were not satisfied and did not make complaints tended to switch to another company and did word of mouth to their social group. This behavior can be related to the nature of Indonesian people who are likely to receive and are used to experiencing dissatisfaction with the goods purchased (Aprillianty and Wardana, 2014).

Culture value in this study included individualism and collectivism. Multiple linear regression analysis showed that individualism significantly influenced the complaint intention while collectivism did not significantly influence the complaint intention. These results are consistent with the studies of Hartini and Aventina (2013), and Kartika, Suprapti, and Rimbawan (2013) which stated that the individualists had the intention to convey their voice when feeling unsatisfied, and tended to have the intention to make complaints. They added that the consumer with collectivist background tended to tell their purchase dissatisfaction to others. In addition, a collectivist person is less to make complaints than individual people when experiencing unpleasant services (Wan, 2011).

Other variable examined in this study was the price of goods. Based on the results, the prices of electronic devices had no effect on complaint intention. This result is different with Richin's study (1980), as cited in Azam et al. (2013), which stated that the tendency of consumer complaints intentions was influenced by the level of prices of goods. Torben, Ricky, and Judith (2010) stated the same thing that the prices of goods had an influence on complaint intention.

## **Conclusion and Recommendation**

### **Conclusion**

Most of the respondents in this study were unemployed female or a housewife. Half of the respondents included middle age people. Most of the respondents were in the non-poor category with the family size of relatively small ( $\leq 4$  persons). The category of unsatisfied experience in this study was moderate. The information to complain to the industry was obtained by the respondents mostly from 1-3 sources, but nearly all respondents did not receive information regarding consumers' rights and obligations. The respondents tended to embrace collectivism rather than individualism.

Meanwhile, the value loss was diverse ranging from Rp10.000 to Rp500.000. In this study the complaint intention was in middle category. Factors that had an influence on complaint intentions namely unsatisfied experience, individualistic culture, and age.

### Recommendation

Improving quality of goods and services for consumers is needed, so that consumers can easily submit complaints if they are injured by the goods and or services purchased and used. Based on the study result, the consumers are still slightly exposed to the information about consumers' rights and obligations. Therefore, the consumer watchdog should be socialized to consumers so that they will be able in dealing with unexpected goods or services. The role of the various stakeholders such as the government, consumer watchdog, and educators in the socialization of smart consumer can be implemented through various media such as electronic media, print media, etc. This study has limitation that is only carried out in Bogor region. For further research it is suggested to extend the research location and increase the number of sample to get a diverse research sample. Besides, a deeper study is also needed to explore the relationship between culture value and the compliant intention.

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