



LITERATURE REVIEW CUSTOMER SATISFACTION DETERMINATION AND LEVEL OF COMPLAINT: PRODUCT QUALITY AND SERVICE QUALITY

Yusuf Indra Wibowo

Management Program, Open University, Indonesia, wibowoyusuf@gmail.com

Corresponding author: Yusuf Indra Wibowo¹

Abstract: Previous research or relevant research is very important in a scientific research or article. Previous research or relevant research serves to strengthen the theory and influence of relationships or influences between variables. Article ini review customer satisfaction determination and complaint level: Product Quality and Service Quality Analysis, A Study of Marketing Management Literature. The purpose of writing this article is to build a hypothesis of influence between variables to be used in future research. The result of this research library is that: 1) Product Quality affects Customer Satisfaction; 2) Service Quality affects Customer Satisfaction; 3) Product Quality affects complaint level; 4) Service Quality affects complaint level; and 5) Customer Satisfaction affects complaint level.

Keywords: Customer Satisfaction, Complaint Level, Product Quality and Service Quality

INTRODUCTION

Background Problems.

PT. PLN (Persero) as the only electric power service provider must pay attention to the level of service quality where the service provided is in accordance with the expectations of its customers. The level of product quality offered and the improvement of service quality both the quality of electricity, recovery time, to the reliability of the products offered whether able to answer the expectations of its customers.

This article discusses the influence of Product Quality and Quality of Service on Customer Satisfaction and their impact on Complaint Levels, (A Study of Marketing Management Literature).

Problem formulation

Based on the background, it can be formulated the problems that will be discussed to build hypotheses for further research, namely:

- 1) Does Product Quality affect Customer Satisfaction?
- 2) Does Quality of Service affect Customer Satisfaction?
- 3) Does Product Quality affect Complaint Level?
- 4) Does The Quality of Service affect the Level of Complaints?
- 5) Does Customer Satisfaction affect Complaint Levels?

LITERATURE REVIEW

Customer Satisfaction

Customer Satisfaction is a feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the product thought against the expected performance results (Kotler 2006:177, 2019). The dimension or indicator of Customer Satisfaction is if the performance is below the expectations of eating dissatisfied customers, if the performance meets expectations then the customer is satisfied, if the performance exceeds expectations then the customer is very satisfied or happy (Kotler 2006:177, 2019).

Customer Satisfaction is an attitude that is decided based on the experience obtained. Satisfaction is an assessment of the characteristics or privileges of a product or service, or the product itself, that provides a level of consumer pleasure with regard to meeting consumer consumption needs (Sugeng, 2016). Dimensions or indicators of Customer Satisfaction can be created through quality, service, and value. The key to generating customer loyalty is to provide high customer value. (Sugeng, 2016)

Customer Satisfaction is the customer's response to the evaluation of perception of differences in initial expectations prior to purchase (or other performance standards) and the actual performance of the product as perceived after wearing or consuming the product in question. (Tjiptono, 2012)

Customer Satisfaction has been researched a lot by previous researchers including (Afriliana et al., 2018; Librianty & Yulianto, 2019; Purwanti et al., 2014; Rahayu & Setyawarti, 2018; Rangkuti, 2003; Risdah, 2019; SiahaanSodiq & Wijaksana, 2014; Supardiasa et al., 2018; Wahyuddin et al., n.d.; Wijayanti, 2019; YUNIATI, 2016; Zahratul Aini, 2019)

Complaint Level

The level of complaint is how high the complaint or delivery of dissatisfaction, discomfort, irritation, and anger over the service of the service or product. The dimension or indicator (Tjiptono, 2007) of complaint level is the high level of complaint. (Tjiptono, 2007)

This level of complaint has been researched by many previous researchers, among which are, (Rizqi et al., 2020), (Setiadi & Wahyudi, 2020)

Product Quality

Product Quality is the ability of a product to perform its functions, including the overall product, reliability, accuracy, ease of operation, repair, and other attributes. Dimensions or indicators of Product Quality is that customers can get all the benefits of the products offered to him. (Novia et al., 2020)

Product Quality is a dynamic condition that is interconnected although it can have different definitions but in essence has a specification that can cause a sense of satisfaction that exceeds expectations for customers who use it. (Rahman et al., 2018).

Product Quality has been researched by many previous researchers, including (Irma Ike Saputri, 2017; Novia et al., 2020; Rahman et al., 2018)

Quality of Service

Service Quality is a way of companies that try to make continuous quality improvements to the processes, products, and services produced by the company. Dimensions or indicators of Service Quality is the more quality of service provided by the company then the satisfaction felt by customers will be higher, and vice versa. (Marnovita, 2020).

Quality of Service is good and or bad or satisfied or not customers are satisfied with the service provided. Dimensions or indicators of Quality of Service is the level of

satisfaction measured through questionnaires or questionnaires in assessing the quality of a service.(Risdah, 2019)Click or tap here to enter text.

The quality of service has been researched by many previous researchers, including, (Mulyadi, 2020),(Purwanti et al., 2014) , (Kuswatiningsih, 2010), (Supardiasa et al., 2018), (Rahayu & Setyawarti, 2018),(Novia et al., 2020; Risdah, 2019; Wijayanti, 2019)

Table 1: Previous Research

No	Author (year)	Previous research results	Security with this article	Difference with this article
1	(Novia et al., 2020)	product quality, service quality have a positive and significant effect on customer satisfaction and complaint level	quality of service affects customer satisfaction & complaint level	product quality affects customer satisfaction & complaint level
2	(Rahman et al., 2018)	Product quality has a positive and significant effect on customer satisfaction and complaint levels	quality of service affects the level of complaints	Product quality affects customer satisfaction
3	(Purwanti et al., 2014)	product quality, service quality and x3 are positive and significant towards customer satisfaction and complaint level	Product quality affects customer satisfaction	quality of service affects the level of complaints
4	(SiahaanSodiq & Wijaksana, 2014)	product quality, service quality and x3 are positive and significant towards customer satisfaction and complaint level	quality of service affects customer satisfaction & complaint level	product quality affects customer satisfaction & complaint level
5	(Librianty & Yulianto, 2019)	product quality & x3 positive and significant impact on customer satisfaction and complaint level	quality of service affects the level of complaints	Product quality affects customer satisfaction
6	(Supardiasa et al., 2018)	product quality, service quality and x3 are positive and significant towards customer satisfaction and complaint level	Product quality affects customer satisfaction	quality of service affects the level of complaints
7	(Zahratul Aini, 2019)	product quality, quality of service is positive and significant to customer satisfaction and complaint level	quality of service affects customer satisfaction & complaint level	product quality affects customer satisfaction & complaint level
8	(Rangkuti, 2003)	product quality is positive and significant to customer satisfaction and complaint level	quality of service affects the level of complaints	Product quality affects customer satisfaction
9	(Rahayu & Setyawarti, 2018)	product quality, quality of service is positive and significant to customer satisfaction and complaint level	Product quality affects customer satisfaction	quality of service affects the level of complaints
10	(Hidayati, 2020)	product quality, quality of service is positive and significant to customer satisfaction and complaint level	quality of service affects customer satisfaction & complaint level	product quality affects customer satisfaction & complaint level
11	(Mulyadi, 2020)	product quality is positive and significant to customer	quality of service affects the level of complaints	Product quality affects customer satisfaction

		satisfaction and complaint level		
12	(Afriliana et al., 2018)	product quality, quality of service is positive and significant to customer satisfaction and complaint level	Product quality affects customer satisfaction	quality of service affects the level of complaints
13	(YUNIATI, 2016)	product quality, service quality have a positive and significant effect on customer satisfaction and complaint level	quality of service affects customer satisfaction & complaint level	product quality affects customer satisfaction & complaint level
14	(Yuliana et al., 2019)	product quality is positive and significant to customer satisfaction and complaint level	quality of service affects the level of complaints	Product quality affects customer satisfaction
15	(Risda, 2019)	product quality, quality of service is positive and significant to customer satisfaction and complaint level	Product quality affects customer satisfaction	quality of service affects the level of complaints

*minimum 15 articles (5 hypotheses x 3 articles) flat left

RESEARCH METHOD

The method of writing this scientific article is by qualitative method and library study (Library Research). Examine the theory and relationships or influences between variables from books and journals both *off line* in libraries and *online* sourced from Mendeley, Google Scholar and other online media.

In qualitative research, literature studies should be used consistently with methodological assumptions. This means that it must be used inductively so as not to direct the questions asked by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory, (Ali & Limakrisna, 2013).

FINDINGS AND DISCUSSION

Based on the study of relevant previous theories and research, the discussion of this *literature review* article in the concentration of Marketing Management is:

Effect of Product Quality on Customer Satisfaction.

Product Quality affects Customer Satisfaction, where the dimensions or indicators of Product Quality are quality products, in accordance with the price offered, and ease of use affects the dimensions or indicators of Customer Satisfaction in relation to subscription decisions, (Irma Ike Saputri, 2017). To increase Customer Satisfaction by paying attention to Product Quality, what must be done by management is to explore customer desires for the products offered and provide more information related to services and products available, where product providers are still lacking in providing credible information. (Rahman et al., 2018). Product Quality affects Customer Satisfaction, if Product Quality is well perceived by customers / consumers then this will be able to improve the quality of Customer Satisfaction, (Novia et al., 2020). Product Quality affects Customer Satisfaction, this is in line with research conducted by: (Irma Ike Saputri, 2017), (Rahman et al., 2018), and (Novia et al., 2020).

Effect of Quality of Service on Customer Satisfaction.

Service Quality affects Customer Satisfaction, where the dimensions or indicators of Service Quality consist of personnel, services provided, appropriate prices, personnel

response to customers, and empathy for customer complaints affects the dimensions or indicators of Customer Satisfaction, (Supardiasa and to the., 2018)

To increase Customer Satisfaction by paying attention to Service Quality, what must be done by management is to improve the ability of personnel with training or training in the implementation of customer service in the future. (Librianty & Yulianto, 2019) Service Quality affects Customer Satisfaction, if the Quality of Service is well perceived by customers / consumers then this will be able to increase the level of Customer Satisfaction, (Mulyadi, 2020) Quality of Service affects Customer Satisfaction, this is in line with research conducted by: (Kuswatiningsih, 2010),(R & Setyawarti, 2018), and (Mulyadi, 2020)

Effect of Product Quality on Complaint Level.

Product Quality affects Customer Satisfaction, where the dimensions or indicators of Product Quality such as quality products, in accordance with the price offered, and ease of use affects the dimensions or indicators of complaint level such as ease of use and reliability, (Irma Ike Saputri, 2017) To reduce the level of complaints by paying attention to product quality, then what must be done by management is to explore customer desires for the products offered and provide more information related to services and products available, where product providers are still lacking in providing credible information.(Rahman et al., 2018) Product Quality affects the Level of Complaints, if the Quality of the Product is well perceived by the customer / consumer then this will be able to reduce the quality of the Complaint Level, ((Rahman et al., 2018) Product Quality affects the Level of Complaints, this is in line with the research conducted by: (Irma Ike Saputri, 2017),(Rahman et al., 2018), and (Novia et al., 2020)

Effect of Quality of Service on Complaint Level.

Service Quality affects the Level of Complaints, where the dimensions or indicators of Service Quality (Tangibles, Reliability, Responsiveness, Assurance, Empathy) affect the dimensions or indicators of complaint level (accuracy, efficiency, and tolerance), (.Purwanti and to the., 2014. To reduce the Level of Complaints by paying attention to the Quality of Service, what must be done by management is to improve the ability of personnel with training or training in the implementation of customer service in the future.(Librianty & Yulianto, 2019) Service Quality affects complaint levels, this is in line with research conducted by: (Librianty & Yulianto, 2019), (Purwanti et al., 2014) and (Mulyadi, 2020).

The Effect of Customer Satisfaction on Complaint Levels.

Customer Satisfaction affects the Level of Complaints, where the dimensions or indicators of Customer Satisfaction such as ease, price, product quality, service quality affect the dimensions or indicators of complaint level .(Purwanti et al., 2014) To assess the Level of Complaints by paying attention to Customer Satisfaction, what must be done by management is to improve the ability of personnel with training or training in the implementation of customer service in the future (Librianty & Yulianto, 2019). Customer Satisfaction affects the Level of Complaints, if Customer Satisfaction is well perceived by customers / consumers then this will be able to reduce the Level of Complaints, (Pendidikan et al., 2017) Customer Satisfaction affects the Level of Complaints, this is in line with research conducted by: (Librianty & Yulianto, 2019),(Purwanti et al., 2014), and (Pendidikan et al., 2017)

Conceptual Framework

Based on the formulation of problems, theoretical studies, relevant previous research and discussion of influences between variables, then in perrangka think this article as below.

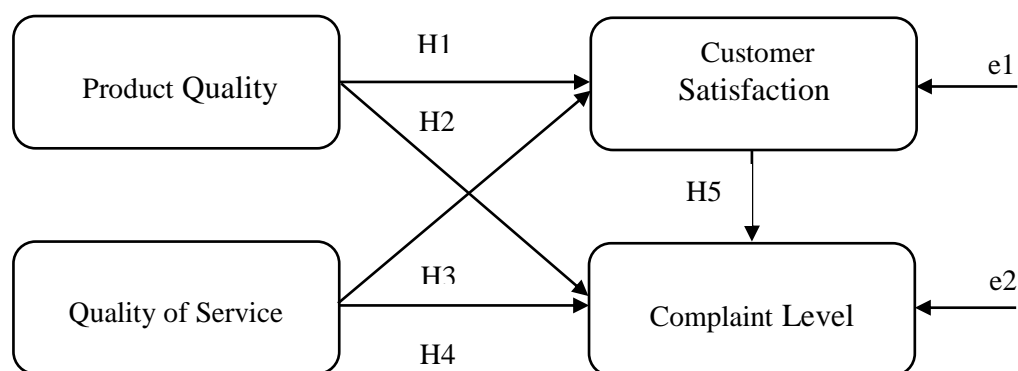


Figure 1: Thought Suspicion

Based on the conceptual framework image above, then: Product Quality and Service Quality affect Customer Satisfaction and Complaint Level both directly and indirectly.

Aside from the variables of Product Quality and Service Quality that affect Customer Satisfaction and Complaint Level there are still many other variables that affect it, among which are variables:

- 1) Promotion: (Ali, Evi, et al., 2018), (Prihartono & Ali, 2020), (Richardo et al., 2020), (Mappesona et al., 2020), (Sulistiorini & Ali, 2017a), (Hairiyah & Ali, 2017), (Ali, Narulita, et al., 2018a), and (Brata et al., 2017).
- 2) People: (Djoko Setyo Widodo, P. Eddy Sanusi Silitonga, 2017), (Agussalim et al., 2016), (Novansa & Ali, 1926), (Elmi et al., 2016), (Novansa, Hafizh, Ali, 2017), (Limakrisna et al., 2016), (Octavia et al., 2020), and (Anggita & Ali, 2017).
- 3) Brand Image: (Ali et al., 2016), (M & Ali, 2017), (Ali & Mappesona, 2016), (Ali, Narulita, et al., 2018a), (Novansa & Ali, 1926), and (Toto Handiman & Ali, 2019).
- 4) Brand Awareness: (Toto Handiman & Ali, 2019), (Novansa, Hafizh, Ali, 2017), (Ali, 2019), and (Sivaram et al., 2020)
- 5) Customer Selection: (Indarsin & Ali, 2017), (Ali & Mappesona, 2016), (Ali, Narulita, et al., 2018b), (Mulyani et al., 2020), (Sulistiorini & Ali, 2017b), (Mansur & Ali, 2017).

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on theory, relevant articles and discussions can then be formulated hypotheses for further research: Product Quality affects Customer Satisfaction. Quality of Service affects Customer Satisfaction. Product Quality affects the Level of Complaints. The quality of service affects the level of complaints. Customer Satisfaction affects the Level of Complaints.

Suggestion

Based on the conclusion above, the advice in this article is that there are many other factors that affect Customer Satisfaction and Complaint Levels, apart from Customer Satisfaction and Complaint Levels at all types and levels of organizations or companies, therefore further studies are needed to look for other factors that can affect Customer Satisfaction and Complaint levels other than those researched in this arikel such as: Prices, Promotions and Digital Services.

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