SUMMARY

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The development of online business is increasing rapidly every year, this is proven to increase e-commerce revenue in 2018 estimated to reach 144 trillion. This increase was due to the penetration of internet usage in Indonesia which was disrupted by 54.68%. Internet is used by consumers is not only to communicate but also to do business. Indonesian consumers amounting to 32.19% have switched to online stores that are more efficient and easier. From this phenomenon, online businesses also have weaknesses, that is problem in online shopping such as delivery time, payment confirmation, shipping errors, defective products, and product display not match.

The objectives of the research are (1) to identify the problem of customer dissatisfaction in conducting online transactions, (2) analyze the behavior of customer complaints when dissatisfied, (3) analyze the influence of perceived product quality, perceived service quality, perceived value, and personality on complaint behavior, (4) formulate managerial implications. The study used a cross-sectional method with an online self-administered survey questionnaire. The population consisted of undergraduate Business School students IPB, the sampling method used purposive with criteria of having experienced dissatisfaction in online shopping in the last years. The number of sample used in this study were 161 respondents. Data analysis using descriptive statistics and SEM (Structural Equation Modeling) with SmartPLS software.

The results of the study, data that the majority of respondents were woman, aged 17-22 years. Consumer dissatisfaction is caused by product defects, delivery times, and shipping error that occur in the last month period. Dissatisfaction based on the highest product category is produced in fashion and cosmetic. The highest types of online store that cause of dissatisfaction included C2C online shop (shopee) and social media (instagram). Online shopping consumers respond to dissatisfaction experienced by complaining (passive, voicer and iratest), and a small number of activist. Based on crosstab analysis, consumer female, high product prices and larger allowances resulted in voice and iratest complaints or conveying directly to the seller and to family/friends through social media.

Based on the evaluation of the hypothesis, this study resulted that the perceived quality (service and product) and personality were significant toward complaint. Perceived service quality has the highest influence on complaints with the biggest contributing indicator are seller competency and availability product information. At perceived product quality, the respondent states that the workmanship quality of the product was not satisfactory, besides, the quality of product display on online site was still low. In terms of personality, respondent with openness to experience characteristic who have a high desire to try new thing become dominant in the complaint.

Manajerial implication for increasing customer satisfaction and the performance of online stores, companies need to improve product quality (workmanship and product quality display). Therefore, sellers and e-commerce companies need to have a mock-up website with a view that can be enlarged in the
photo area, can be seen from various angles (3D) and available color choices, visible texture, so that consumers can realistically describe the product. Then, the seller needs to implement quality control of the products, before delivered to the customer. Perceived service can be improved by providing detailed information on product availability and seller competency. Then, sellers can implement service excellent (employees/sellers are more helpful and have product knowledge, easy to find product information) and the implementation of customer service that can communicate well, so, as to facilitate consumers in purchasing products and submitting complaints. Facilitate access for consumers in term of complaints directly to the seller with good procedure and system that can motivate consumers to convey dissatisfaction that occurs.

**Keywords:** dissatisfaction, complaint, online shopping, customer behavior, perceived quality