

[Field Research]

The Effect of Perception and Attitude Toward Consumer Complaint Behavior

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Abstract

Purpose - The objective of the paper is to describe the relationship between consumer perceptions and attitudes of complaints against the behavior of their complaint.

Research design, data, methodology - The study explore the process of complain intention which mediated by perceptual process and attitudinal behavior. Structural equation modeling used in this study is aim to describe the relationship simultaneously. The two samples failure (high vs. low level services) will be compared using analysis of variance.

Results - The study found that the higher the alienation, the lower the perceived value of consumer complaint and the higher likelihood of successful perceived consumer complaint. The study also found the more positive the prior complaint experience, the more positive attitude toward complaining, the higher the perceived value of complaint and the higher the likelihood of successful perceived complaint. Furthermore, the perceived value of customer's complaint affect positive intention and perceived consumer likelihood of successful complaint increases intention complaint.

Conclusions - The findings of this study show that the effect of a number of personal antecedents such as alienation; prior complaint experience and controllability will vary toward the complaint intention. Furthermore, the attitudinal and perceptual factors play a partial mediation role for that relationship.

Keywords : Consumer Complaints Behavior, Dissatisfaction, Behavioral Responses, Complaint Intention.

JEL Classifications : C31, D11, D12, M31

1. Background

Companies are always faced with how to satisfy consumers, both those who engaged in the field of services and products. The con-

sumers often meet differences between what is provided by the manufacturer with what is expected. This gap is known as the delivery gap (Lovell, 1994). When the services expected by the consumer can not be met by the manufacturer it will create the consumer dissatisfaction. This dissatisfaction can be expressed in a variety of attitudes and behavior.

When consumers feel the dissatisfaction within themselves then they have few alternatives to deal with dissatisfaction (Zussman, 1983). Some decided to leave it alone while others decided to make complaints. Consumers may assume that the dissatisfaction that they experienced was an incident that they did not complaint to the manufacturer and still deal with these manufacturers. Other consumers will shift to other producers without much effort to make complaints. This is certainly not desired by the manufacturer.

Indonesia consumer propensity to make complaints directly to the company is still low. Generally consumers would express their dissatisfaction by negative word-of-mouth, boycott the products or services, or switch to another service provider (Singh, 1980). Dissatisfaction experienced by consumers is often led to their negative behavior of word-of-mouth. Frustrated consumers will tell you about the disappointment they experienced to their relatives or friends. This attitude has a negative impact on the company's image because the spreading of negative word-of-mouth is faster and other consumers tend to believe because it is spread through the reference group members close to them. This has fatal impact on the company's image. For the company's, complaint made indirectly to them is detrimental because it would form a negative opinion in the eyes of consumers. Also this complaint behavior does not provide an opportunity for companies to make improvements to the quality of products and services.

Previous studies conducted on consumer complaint behavior tend to focus on the identification of various factors determining the behavior of consumer complaints. They further revealed that complaints behavior more done in developed countries like the U.S. and Europe (Fernandes & dos Santos, 2007). Response of consumer complaints for dissatisfaction is experienced not only based on discontent over the failure of services (service failure), but also due to other factors such as consumer perceptions, personal factors and personal experiences related to the complaint (Fernandez & Dos Santos, 2007). This is what do service providers often not realize.

Customers are very diverse because inhabited by migrants from the others region. Jabodetabek great area was chosen as the study population since the population in this region fairly large. Based on

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Indonesia central statistic bureau data for 2005 the population of Jakarta reaches 8.8 million people and the population around the cities about 10 million people where 3.7 million people in Bekasi, 3.4 million people in Tangerang, and 2.6 million people in Bogor. This figure comes from the commuters who travel from towns around Jakarta to Jakarta. Based on the provincial minimum wage and urban, urbanization between the city of Jakarta and other areas not too far away. The local government of Jakarta to set minimum wage in 2008 is Rp 972,604 while the city of Tangerang Rp 882,500, Rp 962,500 Depok, Bogor City of 873.231, and Bekasi Rp. 990.000. With the income data that not much different, then the consumer behavior does not differ too much.

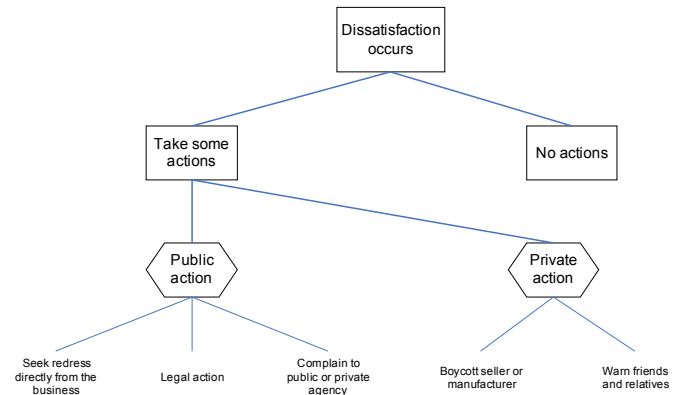
The objective of this study was to examine the effect of the level of dissatisfaction, hospitality (Alienation), attitude toward the act of complaining, perceived likelihood of successful complaining, confidence, and experience of the previous complaint toward complaint intention, negative word-of-mouth, and switch intention. Using cross sectional study, the current research contributes to the complaints behavior literature by demonstrating the effect of a number of personal antecedents such as alienation; prior complaint experience and controllability will vary toward the complaint intention. Furthermore, the attitudinal and perceptual factors play a partial mediation role for that relationship. The effect of this partial mediation becomes the second contribution of the current study. Lastly, this research is executed in the developing countries i.e. Indonesia whose context different from others.

This article begins with an articulation of the theoretical background for the study and development of the conceptual model. The methods and measures used to test this model are subsequently identified. Following this, the results of the research are presented. The article closes with the theoretical and managerial implications and directions for further research.

2. Literature Review

Singh (1980) formulated the definition of consumer complaint behavior (CCB) as a set of multiple (behavioral and non-behavioral) responses, some or all of which are triggered by perceived dissatisfaction with a purchase episode. Crie in Phau (2008) defines consumer complaint behavior as a process that constitutes a subset of all possible responses to perceived dissatisfaction around a purchase episode, during consumption or during possession of the goods or services.

Day and Landon (1977) in Singh (1980) classify CCB into two levels. The first level distinguishes the behavior of non-behavioral and behavioral. And the second level represents the difference between the actions directed to the public and aimed at a more personal environment.



Source: Day and Landon (1977).

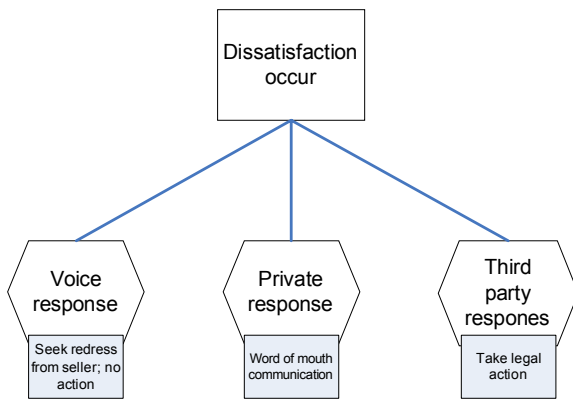
<Figure 1> CCB Classification by Day & Landon

Figure 1 shows that Day and Landon classify consumer complaint behavior into two levels where the first level to distinguish between behavioral and non-behavioral responses. Behavioral response is when consumers make an action to express dissatisfaction. While non-behavioral response is when the consumer does not do anything to express his dissatisfaction. The second level distinguishes to whom the consumer is not satisfied to express grievances. At this level only the behavioral response that has a derivative response. Consumer complaints can be directed broadly to the public and conducted in person. Demand compensation directly to the company, to take legal action and make complaints to government agencies or private is a form of response to complaints directed to the public. Included in the personal action is to boycott products and companies, and warn your friends, relatives or colleagues for dissatisfaction ever experienced. Action alert friends or relatives are known as negative word of mouth. Because consumers to communicate about your company or product from the bad.

Day and Landon also revealed that consumers who do or do not make complaints have a special purpose. Day and Landon classify the goals of consumers who make complaints which can be divided into three categories: compensation motives, dissatisfaction expression, and boycott motives. Compensation is aim to redress specific grievances suffered by the consumer. This behavior can be addressed directly to the company or through a third party such as a court or other relevant agencies. Dissatisfaction expression is aim to communicate dissatisfaction, not to seek redress for grievances suffered. Another aim is to influence the others for the relative personal dissatisfaction or dissonance issue. Boycott done to stop the consumption or purchase of products or services in question. Not only products, boycotts are often also made to the company.

Singh (1988) proposed classification of consumer complaints behavior based on how the response of consumers in making a complaint and where the complaint is filed. Singh classify the behavior of consumer complaints into three main responses voiced complaint, personal behavior and the use of a third party in presenting his complaint. Figure 2 shows that when consumers experience dissatisfaction then there are three possible responses by consumers. Consumers are voicing their dissatisfaction with say it directly to the company. The goal is to be dealt with consumer complaints and consumer redress the

grievances experienced. On the other hand consumers can also choose to do nothing for dissatisfaction experienced. Either expressed or did not do anything to express his complaint, Singh categorize this behavior as a voice response. When the consumer to communicate with friends, relatives, or his family personally to express grievances then the response is called a private response. Because consumers do not submit complaints directly to the company but to the relatives in the private. Furthermore, consumers have the choice to make their complaint to a third party with legal action. This action may be a complaint to the courts, consumer protection agencies and civil society organizations concerned. Complaint behavior is referred to as Third party response. The response to the third party complaint is often inconvenient not only for companies but also for consumers who are disappointed. Besides needing a time-consuming process, use the law also requires no small cost. Response is generally taken when consumers feel discontent which also causes loss of both material and non-material.



Source: Jagdip Singh(1988)

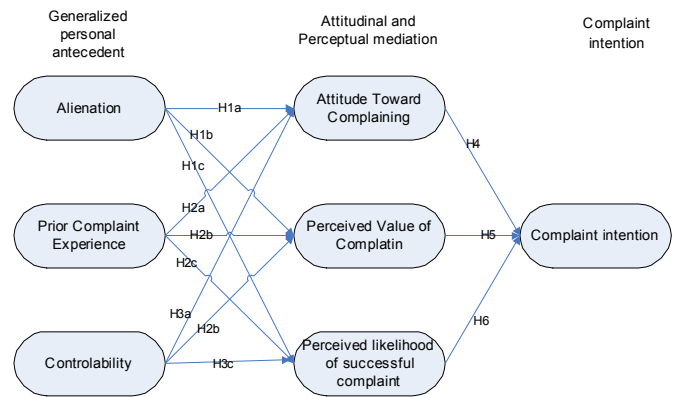
<Figure 2> CCB Classification by Singh

The taxonomy of the consumer complaints behavior can also be formulated into two aspects. The first aspect is that the consumer environment is divided into internal and external environment. The second aspect is to whom the complaint is addressed. The consumer voice response to the external environment (an informal) and directed to the relevant parties with discontent experienced (company). Private responses made o the external environment and to those who are not directly involved in the experience of dissatisfaction (friends or relatives). Third party response made o the external environment and is addressed to those who are not directly involved with the experience of dissatisfaction (agency or consumer protection law).

Fishbein (1975) revealed that the intention is often seen as a form of conative attitude (attitude). Kim (2003) defines a complaint as an objective intention of the consumers who are not satisfied to make complaints. According to Kim, the intention to make complaints is influenced by three factors, namely consumer Alienation, prior complaint experience and controllability. Consumer Alienation is negative or hostile feelings generated by the producer to the consumer. Broadly consumers think that the manufacturers are not paying attention or really interested in what consumers need. Prior experience complaint can be interpreted as a possible consumer to make the

complaint on non-discontent based on the experience of previous complaints. Consumers who have had previous experience doing know how to deal with complaints related to the company's cost and the benefits.

Consumer dissatisfaction can be influenced by personal factors that are described as alienation, experience of previous complaints (complaint prior experience) and controllability that mediated by perceptions and behavioral factors. Perceptions and behavioral factors explained by the attitude of consumers to complain , perceived value of complaint, and Perceived likelihood of successful complain. This research will test whether perceptions and behavioral factors can be a mediator between personal factors and complaint intentions.



Source: Kim (2003)

<Figure 3> Complaints intention by Kim

Model is taken from Kim's model that examines the relationship between personal variables and the intention complaints mediated by the perception and attitude variables. Kim took several factors shaping attitudes and perceptions and makes it the main focus of this research. Then Kim examines how attitudes and behaviors mediate the relationship between personal factors and intention to complain.

This current research is concerning the influence of attitudes and behavior intentions complaint. In general complaint response is divided into two, complaints that directed to the company (direct complain) and the complaint that not directed to the company (indirect complain). Direct complaint is when consumers intend to complain their dissatisfaction directly to the company. While indirect responses are switching the company and negative WOM. In this study the complaint intentions as the dependent variable is limited only to direct complaints directed to the company.

Factors that influences the complaint include personal factors (alienation, Controllability, prior complaint experience) is mediated by the perceptions and consumer attitudes (attitude toward Complaining, perceived likelihood of a successful complaint, perceived value of complaint. Each factor above personal relationship individually tested against each consumer's perceptions and attitudes. Then the variables examined perceptions and attitudes with the intention relationship complaints as the dependent variable. The objective is to test how much each variable of perceptions and attitudes toward intention affect the variables complaint intention.

3. Methodology

This study primarily focused on processes and outcomes associated with complaint behavior process and consequence. Perceptual and attitudinal factors used as a moderator for examining the effect of prior complaint behavior to propensity to complain.

Using descriptive research, this study explore the process of complain intention which mediated by perceptual process and attitudinal behavior. Structural equation modeling used in this study is aim to describe the relationship simultaneously. Both primary and secondary data was used in this current study. Primary data was collected through the distribution of questionnaires to non-probability sampling technique in which samples were taken at random without going through the sample selection procedure. This allows researchers to take samples more quickly due to time constraints. Secondary data was collected from central statistic bureau. Before the questionnaire distributed, the pre test questionnaires was done for validation purpose. The goal is to test whether the sentence is a question that is easy to understand by the respondent and not cause double perception.

The questionnaire is divided into two scenarios in which the first scenario is a failure of service with low rates and the second scenario is a failure with a high level of service. Both are distributed to different respondents. Then the two samples will be compared using analysis of variance. The research model will be tested by using a normed Fit Index (NFI) and the Comparative Fit Index (CFI). A model said to be good if they have NFI and CFI values bove 0.9 (Hair et al., 2009)

Questionnaires distributed to 125 respondents who had made complaints. Respondents were selected randomly and then asked about the experience of complaints in the last three months. Consumers who have made complaints in the last three months will be asked to fill out questionnaires. Respondents deliberately chosen from various department stores because the numbers of consumers who do complain are still fairly small in Indonesia, particularly in Greater Jakarta. Therefore, in order to save time the respondent was not devoted to one particular department store.

4. Variable

Personal variables and the dependent variables complaint intentions are mediated by perceptions and attitudes variables. Perception variables explained by three factors as attitude toward Complaining, perceived likelihood of a successful complaint, and the perceived value of complaint. While personal variable explained by factors of alienation, controllability and, prior complaint experience. Here is an explanation of each of these variables :

Consumer complaint response variables. Complain intention (willingness to complain), is a form of complaints made directly to the company. This complaint form can generally be handled directly by the company so the company can analyze and improve the dissatisfaction experienced by consumers.

Attitudinal and perceptual. Attitude toward Complaining (which re-

fers to the behavior of the complaint), is defined as the tendency of dissatisfied consumers to seek compensation from the company. This attitude encourages the behavior that may arise when there is a customer satisfaction fails to be fulfilled by the manufacturer. Perceived likelihood of successful Complaining (assuming that the complaint will succeed), an evaluation of the difference between benefits and costs incurred if the customer did complain to the company. Perceived value of complaint (assuming the value of the complaint), is the difference between the value obtained with the costs incurred on complaints made by consumers.

Personal Factors. Alienation is negative feelings against the company's customers are not satisfactory. Alienation can be measured by using the degree of consumer aversion and consume that has a high alienation marked by negative feelings to the company. Prior complaint experience (experience of previous complaints) is defined as the tendency of consumers to make complaints. The experience of previous complaints may reinforce attitudes and behavior of the condition in the future. Controllability is a company's ability to predict or prevent the dissatisfaction that might be experienced by consumers.

5. Hypothesis

Alienation is a customer's negative feeling to the companies. Not only to the companies but also to the stakeholder such as employees of the company. These negative feelings arise because the assumption that companies does not care about the needs or really wants to satisfy the consumers. When consumers feel companies are not friendly, then consumers will feel helpless and powerless against the company. Feelings of alienation can be negatively creates complaint, assuming the lower to the success of the complaint, and a lower assumption of the value of complaints. So the proposed hypotheses are.

- H1A: The higher the alienation, the lower consumer attitude toward Complaining.
- H1B: The higher the alienation the lower the perceived value of consumer complaint.
- H1C: The higher the alienation the lower the likelihood of successful Perceived consumer complaint

Consumer experience of the previous complaints can strengthen consumer attitudes and behavior in the future. The experience of the consumer over complaints is affecting consumer's attitudes. Because consumers already know the mechanisms, choices and the positive results from complaints experience. Consumers who have made complaints will determine the response of the company over the complaint and relate them to the benefits and costs incurred. Then the perceived value of complaint and Perceived likelihood of successful complaint will be greater when the complaint prior experience in a positive increase. So the proposed hypotheses are:

- H2A: The more positive the prior complaint experience more positive attitude toward Complaining.
- H2B: The more positive experience prior complaint the higher

the perceived value of complaint.

- H2C: The more positive experience prior complaint the higher the likelihood of successful Perceived complain.

Controllability of dissatisfaction is the company's ability to predict or prevent the discontent that might be experienced by consumers. Consumers will be stronger to complain when they believe that the company actually able to control the problem. Assumption that consumers have complained that their value will be higher to do when the company can be blamed for the discontent they experience. So when a consumer considers that the level of the company increased controllability, in the sense that consumers consider a company responsible for the dissatisfaction, the attitude toward Complaining, perceived value of complaint, and the likelihood of successful complaint will increase positively. So the proposed hypotheses are.

- H3A: the higher the controllability assumption on the consumer, the more positive attitude toward Complaining.
- H3B: the higher the controllability assumption on the consumer, the higher the perceived value of complaint.
- H3C: the higher the controllability assumption on the consumer, the higher the Perceived likelihood of successful complaint.

Attitude toward Complaining is a tendency to a person who felt dissatisfied to seek compensation from the companies that dissatisfaction. It is estimated that consumer attitude toward a positive correlation Complaining to the Complaint intention. Consumers who have the attitude toward Complaining positive, compared with those who are reluctant to complain, have a smaller chance to make Complaint negative intention as negative word-of-mouth and stop taking the product or service. So that consumers who have the attitude toward the good Complaining will tend to express their dissatisfaction to the company. Based on these ideas is proposed hypotheses are:

- H4: The better the attitude toward the customer's Complaining that the higher their intention Complaint.

Perceived value of complaint is the evaluation of the difference between the benefits to the costs incurred when making complaints to the company. This is a calculation that the effort for consumers to complain compensation commensurate with that obtained. If consumers have a perceived value of complaint is positive it will motivate consumers to make Complaint to the company's intention. Proposed hypotheses are:

- H5: perceived value of customer's complaint affect positive intention.

Perceived likelihood of successful complaint is defined as the possibility for consumers to seek compensation, exchange the product or apology from the company. When consumers believe that they do complain will be received by the company, they will have a greater chance to make complaints to the company. However, if consumers

think that companies do not want to deal with complaints that they do so consumers will think that the complaints that they do not mean anything. So they will tend to be silent and will not be shopping at the same place again. So hypotheses proposed are:

- H6: Perceived consumer likelihood of successful complaint increases intention Complaint

6. Result

Based on the results of hypothesis testing there are 4 hypotheses that are not proven and other 8th hypothesis has proved a significant relationship between the variables. The overall hypothesis was tested with 95% confidence level with t values > 1.96. Table 1 will conclude the results of tests of hypotheses of this study. Table 1 shows the relationship between the dependent variable with independent variables as a result of confirmatory factor analysis.

<Table 1> Result Summary

Independent variable	Dependent variable	coefficients	t-value	hypothesis
<i>Alienation</i>	<i>attitude toward complaining</i>	-0.17	-2.62	Supported
<i>Alienation</i>	<i>perceived value of successful complaint</i>	-0.05	-0.68	Not supported
<i>Alienation</i>	<i>Perceived likelihood of successful complaint</i>	-0.07	-0.96	Not supported
<i>Prior complaint experience</i>	<i>attitude toward complaining</i>	1.05	11.02	Supported
<i>Prior complaint experience</i>	<i>perceived value of successful complaint</i>	0.22	3.07	Supported
<i>Prior complaint experience</i>	<i>Perceived likelihood of successful complaint</i>	0.19	2.54	Supported
<i>Controllability</i>	<i>attitude toward complaining</i>	0.03	0.55	Not supported
<i>Controllability</i>	<i>perceived value of successful complaint</i>	0.8	8.63	Supported
<i>Controllability</i>	<i>Perceived likelihood of successful complaint</i>	0.78	9.21	Supported
<i>attitude toward complaining</i>	<i>Complaint intention</i>	0.03	0.53	Not supported
<i>perceived value of successful complaint</i>	<i>Complaint intention</i>	0.33	3.95	Supported
<i>Perceived likelihood of successful complaint</i>	<i>Complaint intention</i>	0.03	7.70	Supported
Statistic Chi-square (df = 211)			448.01	
Normed Fit Index (NFI)			(P = 0.00)	
Comparative Fit Index (CFI)				
Incremental Fit Index (IFI)				
RMSEA			0.93	Good fit
Godness of Fit Index (GFI)				

Source: data proceed by authors

Data processing result shows a negative relationship between the alienation felt by consumers with attitude toward Complaining. Alienation consumers will increasingly be felt when the company does not care for what the consumer needs. When consumers feel they have ignored the negative attitude towards complaints. Negative

attitude towards the complaint indicated by a reluctance to make complaints directly to the company. Ultimately consumers will tend to make alternative 2 of the complaint form, which is made Word-of-mouth negative or switch to another company or exit (Singh, 1988). It would be very detrimental to the company when consumers make the last alternative because it will not provide an opportunity for companies to find and correct deficiencies in the future. As we predicted in Hypothesis 1a, the higher the alienation, the lower consumer attitude toward Complaining was accepted. On the contrary for H1b-H1c, both of them was rejected. The H1b was rejected because the numbers show the value of t is smaller than 1.96, in the amount of -0.68. Refusal of this hypothesis showed weak relationship between alienation and perceived value of complaint. Attitudes toward the value of the consumer complaints that do shaped by other factors outside of alienation. These factors among others as a reward for what they get if you do complain. In many department stores have a campaign that encourages consumers to make complaints directly to the company. Examples can get free drinks if we do not give cash register receipt for your purchases. Such campaigns are distinct advantages to the consumer. So that the influence of alienation can be very little impact on perceived value of complaint which is owned by the consumer. Similar to the hypothesis H1b, H1c hypothesis testing is also experiencing rejection t value of -0.96. The results of this hypothesis showed that alienation does not affect the Perceived likelihood of successful complaint. This could be due to word of mouth that the complaint made by a friend or relative of a consumer gives a satisfactory result. Their relatives or friends who have made complaints and felt the results could encourage the formation of perceived the consumer owns value of successful complaint.

As we predicted in H2a-c, the more positive the complaint prior experience possessed by the consumer will positively affect attitude toward complaining that they have. Consumer complaint experiences significantly influence consumer attitudes toward the complaint that they would do. Consumer experience of the complaint form from the consumer's cognitive processes, for example, about how the company will respond to their complaints (Singh & Wilkes, 1989). Consumer experiences shape the thought processes of consumers do not always complain that it has a bad image, impress and annoy or bother. Experience of complaints they do actually tell them that the company encourages customers who are dissatisfied to make complaints directly rather than submit complaints to third parties such as relatives, consumer protection agencies or even courts. It also shown for H2b-c test results indicate t value greater than 1.96 that indicates that this hypothesis can be accepted. Experience complaints made by consumers affect their perceptions of the value of complaints that they do. Therefore the company would appreciate even pay tribute to complaints made by consumers. Consumers will increasingly understand where the complaints that will benefit them and what donot. Experience in conducting consumer complaints will also form the customer to minimize costs that will arise in the form of business, emotional and material. So the complaint is made will be more burden than benefit consumers. The number of facilities provided by the company in conducting complaint also eases the burden of consumers. This course will further reduce the reluctance to make complaints.

The use of technology such as SMS is often used for consumer needs to make complaints. Then H2c is accepted with t -value of 2.54 (greater than 1.96). Prior experience affects complaint Perceived likelihood of successful complaint significantly. Complaint experiences possessed by consumers to help consumers better understand the procedures and complaint procedures in conducting the company. The experience of previous complaints to understanding what should be done by consumers for complaints that could be done successfully. Complaint in accordance with the procedure is done it will be higher assuming the success of the complaint which is owned by the consumer.

From the result, H3a is rejected. Controllability describes the company's ability to predict or prevent dissatisfaction. This hypothesis test results indicate that this hypothesis is not accepted by t -value of 0.55 (lower than 1.96). With the refusal of this hypothesis does not affect the controllability attitude toward consumer-owned Complaining. Company's ability to predict who will experience dissatisfaction consumers do not affect consumer attitudes toward complaints. Based on the previous hypothesis can be said that consumer attitudes toward the complaint and alienation created by prior complaint experience. Conversely, H3b-c are accepted. Hypothesis H3b is accepted with a t -value of 8.63. Acceptance of this hypothesis showed a significant relationship between perceived controllability with the value of customer's complaint. When consumers feel that the dissatisfaction experienced the company's fault that the value of the consumer complaints that will be very high. This is because consumers are protected from moral blame themselves feeling of dissatisfaction experienced. Acceptance of the hypothesis H3C t characterized by the value of 9.21 which means there is a relationship between the customer's controllability with Perceived likelihood of successful complaint that they have. When consumers feel that companies can predict or prevent the dissatisfaction that they would experience it is the responsibility of the company when customers experience dissatisfaction. Thus the responsibility for the dissatisfaction experienced by consumers fell to the company. At that consumers feel that the possibility of complaint that can be done successfully will increase with increased controllability.

For H4 testing result shown a 0.53 t -value or lower than 1.96. Hence H4 is not supported. Consumer attitudes toward the complaint did not affect complaint intention owned by consumers. This could mean that a positive or negative attitude toward customer's complaint does not affect complaint intention owned by consumers. Intention to complain may be caused by the urge to express dissatisfaction to the company without being influenced consumer attitudes toward the complaint itself. When consumers are not satisfied then the customer will express dissatisfaction to the company. Other factors such as self-confidence form can also influence consumer complaint intentions. A consumer can have a positive attitude to complaints, but because of low self-confidence so that consumers do not complain. Factors such as educational background, position, income, and culture can also be a factor affecting consumer intentions to complain.

For both H5 and H6, as we predict before, the result shown a positive and greater t -value for both relationship. H5: perceived value of customer's complaint will positively affect consumer's complaint

intention. Acceptance of hypothesis H5 is marked with t value of 3.95. Thus the perceived values of customer's complaint positively affect consumer's complaint intention. When consumers feel that the complaint they did will provide better benefits for themselves, others or the company's their intention to make any complaint will be even greater. The high perceived value of successful complaint was marked by the belief that the company will perform the necessary actions, improve performance and provide other benefits to consumers. With at least three things that consumers will feel that he needs to make complaints of dissatisfaction experienced. Hypothesis H6 is received with a value of 7.70 t. Consumer confidence that the complaint does have a high success rate will increase consumers' intentions to make complaints. The company marks the successes of consumer complaints received with their complaint properly. Conversely, if they consider that the company will not respond to complaints that they do so they are reluctant to make complaints because it is in vain.

Based on the profile of respondents who filled out questionnaires can be known consumer background who tend to complain. Before completing the questionnaire the respondents were asked whether the candidates had made complaints in the last three months. Respondents with a yes answer would be asked to fill out questionnaires that have been provided. Conversely, the respondents who answered "not" would stop the process. Thus it can be said that the respondent has accumulated a tendency to make complaints.

Based on gender, 69.6% of respondents are women and the rest of men. Thus it can be said that women consumers have a higher propensity to consumer complaints compared with men. In terms of age 49.6% are under age 25 years. At this age most of the respondents is the percentage of students with 35.2%. Young consumers with the 25-35 age range have the attitude that they need to make complaints on their dissatisfaction. Young consumers tend to be more daring to ask their rights to the company for what they paid for. Based on the expenditure of respondents, 29.6% of respondents do some shopping for outside 2000001-3000000 monthly mortgage and rental costs. Can be said with such a large expenditure so they have a relatively large income or rather upper middle class. Upper middle class with higher income levels tend to have high confidence, too. With high confidence, they have a high tendency to complain when they are not satisfied for the product or service they get. Based on the above profile of respondents can be characterized by consumers who have a higher propensity to complain. Respondents may have one or a combination of the above background. Yet there are many factors that can influence the tendency of respondents to make such complaints norms and cultural beliefs.

7. Discussion, theoretical contribution, and future agenda

From the result of this study with 6 hypothesis tested, it can be concluded as follows: Firstly, alienation affects consumer attitude toward Complaining is significantly negative. While the perceived value of consumer complaint and Perceived likelihood of successful consumer complaint is not significantly affected by alienation. Indifferent

attitude of the company only affect consumer attitudes toward the complaint but did not significantly affect consumer perceptions of the benefits and success of complaints that they do. Secondly, prior complaint proven experience positively affect attitude toward Complaining, perceived value of consumer complaint, and Perceived likelihood of successful consumer complaint. Experiences shape consumer attitudes will complain. With more experience of consumer complaints made will be formed a positive attitude towards complaints. As consumers gain experience in conducting complaint will be increasingly formed the perception that the complaint does provide benefits and advantages. Not only for consumers, but it is also for companies and others. Also experience in conducting consumer complaints teach consumers about the procedures and complaint procedures in the conduct. By following these procedures likely filed the complaint will be taken by the company. Apart from that experience teaches consumer complaints to complain more effectively. Thirdly, controllability not affects the attitude toward complaining significantly. However, perceived controllability affects the value of complaint and Perceived likelihood of successful complaint. When consumers believe that companies have the ability to prevent and predict the existence of dissatisfaction will shape consumers' perceptions of the benefits and success of the complaints that they do. With the controllability of complaint, consumers believe that companies are responsible for their dissatisfaction. So their perceptions of the benefits and success of complaints result positively. Fourthly, attitude toward complaining is not proven to have a positive relationship with intention Complaint. A consumer attitude toward the complaint does not affect the consumer's intention to make complaints. But the perceived value of complaint and consumer perceived likelihood of successful complaint proved to have a positive relationship with intention Complaint. Consumer perceptions of the benefits and successes more complaints intention encouraged consumers to make complaints of dissatisfaction experienced.

From the results of research, it is known that there are some things that can be input to the managerial. Companies need to encourage consumers to make complaints directly to the company. The consumer perception of benefit and the successful complaint will encouraged the consumer's complaint intention. Company could do promotions and consistent campaign of the importance and benefits of complaints made by consumers. Complaints made by consumers will give the company ability and opportunity to improve and maintain the company image. Companies also need to provide a variety of media and tools to make complain. By providing a variety of means and media to make complaints will make it easier for consumers to make complaints. Those will increase the consumer intention to complain directly to the company than do the negative WOM and switch.

The result of the current research shown the dynamic of attitudes and behavior intentions complaint vary across situation. Kim (2003) found that the intention to make complaints is influenced by three factors: consumer alienation, prior complaint experience and controllability. Consumers who have had previous experience doing know how to deal with complaints related to the company's cost and the benefits. The perceptions and consumer attitudes had shown as mediation factors that influence the consumer's complaint behavior.

Both personal and mediating role of attitude and perception consistent to previous study (Kim, 2003; Singh, 1988). This result also plays a significant contribution in term of justification purpose rather than discovery. The dynamic relationship between consumers and producers (company) need to elaborate especially capturing the complaints behavior and its impacts. The consequences of complaint behavior not only raise negative world of mouth communication but also can weakening the company (brand) reputation. The next study need to enrich the consumer complaint behavior thru the extend the study primarily across industry and across culture (sub-culture).

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