

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

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 risearch 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;
- 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; Siahaan Sodik & 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)

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)

S 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	(Siahaan Sodik & 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 & Setyawati, 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