

## **LITERATURE ANALYSIS**

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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 & Yuliarto, 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

### 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 & Yuliarto, 2019) Service Quality affects complaint levels, this is in line with research conducted by: (Librianty & Yuliarto, 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. Volume 3, Issue 4, June 2

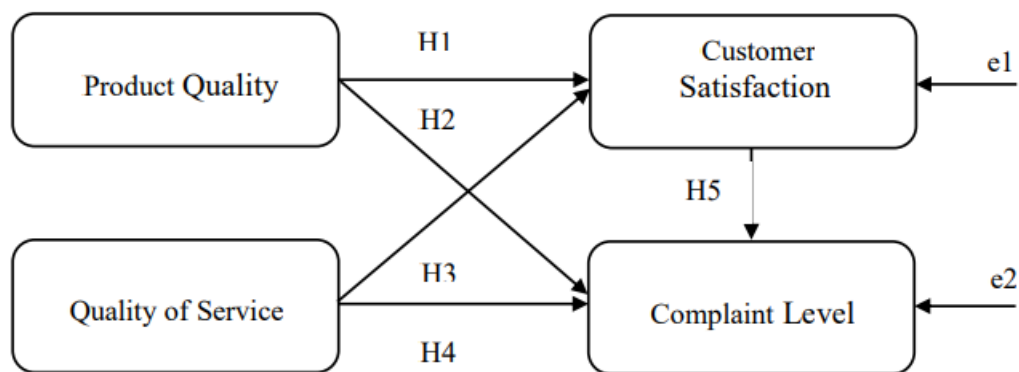


Figure 1: Thought Suspicion