THE EFFECT OF SATISFACTION ON COMPLAINT BEHAVIOR AND LOYALTY RECIPIENT COMPANIES OF CUSTOMS FACILITIES IN EAST JAVA PROVINCE

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Abstract: This study aims to determine the effect of satisfaction on complaint and loyalty behavior. The study was conducted on 95 companies receiving customs facilities in East Java Province using PLS (Partial Least Square). In this study, it was found that satisfaction has a significant and positive effect on complaint behavior and loyalty. Satisfaction has a significant and positive effect on loyalty through complaint behavior. Satisfaction can increase loyalty but satisfaction can also increase complaint behavior. Complaints that are handled properly will increase loyalty. This is influenced by the character of the service.
Keywords: Satisfaction, Complaint Behavior and Loyalty.

I. INTRODUCTION

Service quality is defined as the difference between customer expectations of service performance and their perceptions of service after receipt. There are two main factors that influence service quality, namely: expected service and perceived service. Service quality is the standard used to measure service quality (Parasuraman, et al., 1985). Service quality is a major determinant of customer satisfaction. Service quality is very difficult to measure because of its intangible nature. Different perceptions of laya. Customer growth is caused by differences in service culture in services or products (Moghavvemi et al., 2017; Mohamed et al., 2019; Gong et al., 2018; Joudeh et al., 2018; Badri et al., 2015). Customers who are satisfied with a service show a loyal attitude. The more satisfied, the greater the intention to use the service again, they will talk positively about the service, recommend it to others so that satisfaction can increase company profits (Myo et al., 2019; Su et al., 2016; Nurbasari et al., 2018; Rajeswari et al., 2017; Liao et al., 2016; Larivière et al., 2016; Cai et al., 2018; Kim et al., 2017; Eklo et al., 2018). Satisfaction with service will always be compared to the cost and quality of service. Service costs are not always related to money but time and energy to obtain the service. Procedures, timeliness of service, physical evidence, availability of information, attitudes and professionalism of staff, comfort can affect the level of customer satisfaction (Hailu et al., 2109; Lanin et al., 2018; Shieh et al., 2019; Zhang et al., 2017; Myo et al; Kim, 2017). This shows that satisfaction is an indicator that determines customer loyalty (Lanin et al., 2018; Zhang et al., 2017; Myo et al., 2019; Kim et al., 2017). Satisfaction and loyalty have a negative relationship if the customer is dissatisfied (Hultman et al., 2015). Customer complaint behavior is the character of the person expressing or not expressing dissatisfaction related to the good or bad performance of the company (Fan et al., 2016). Responses to dissatisfaction with services received by customers can vary based on several factors, including time and place setting, service meetings, culture, gender and the presence of other parties (Luo et al., 2016; Walle, 2018; Mittal, 2016; Fan et all., 2016).
Complaining behavior does not always have a negative effect on loyalty. Complaints do not change customer loyalty, even though making a complaint against a customer service will still use the service. This can be because customers feel that it can be ignored because there is an emotional bond and negative words are considered to only damage the relationship so they choose to remain silent (Ro et al., 2015). Complaining is a frightening thing for customers

because there is a risk that will be accepted if there is an intention to use the service again so that satisfaction and loyalty to this service can be said to be false. The public, which is called the customer in the government service sector, requires high costs and risks to make a complaint. Besides that, complaints will have a negative impact on public relations and the government. Lack of information and many regulations have triggered complaints in the public sector. Apart from high costs, the public also needs very high dissatisfaction to leave the service so that they continue to use the service even though there is dissatisfaction and are silent and do not complain because there are no other service options (Walle, 2017; James et al., 2016;

John, 2016; ; Guy et al., 2015). The reason customers remain loyal even though they are not satisfied is that the service is the only service that exists or is a monopoly. This can pose a risk to customers because making a complaint is considered to damage the reputation of the company or organization (Srivastav, 2016; Calleros et al., 2016).

Customer loyalty is the reason for the sustainability of a company (Nurbasari et al., 2018). Satisfaction and loyalty have a negative relationship if the customer is dissatisfied (Hultman et al., 2015). Decreasing satisfaction with service makes customers disloyal and this will have an impact on other industries (Jarvis et al., 2016). Contrary to the results of other studies which say that although customers are satisfied it does not mean that customers will be loyal but still have the intention to switch because there is another attraction so that they do not reuse the service or in other words, customers who are satisfied at the same time are not necessarily dissatisfied (Luo et al., 2016; Walle, 2018; Mittal, 2016; Bergel et al. 2018). Another reason why satisfied customers will not be loyal is because there are complex problems that affect loyalty, there is a very high biased response and different customer expectations for each product and service (Chen et al., 2017).

Export-import services handled by the Directorate General of Customs and Excise (Customs) are one of the public services that importers and exporters must pass. Customs is a government agency with monopolistic services because there are no other service providers. abuse of power is very possible. Export and import activities are closely related to the company's production activities. Indirectly, the performance of customs in terms of import service quality has a very big influence on the investment climate in Indonesia. The impact on operations, finances and company portfolios will be huge for importers and exporters if the quality of export-import services is not good. Changes were made to gain a good image and gain the trust of importers and exporters. Public trust in customs can indirectly create a favorable investment climate.

II. LITERATUR REVIEW

Satisfaction

Customer satisfaction is an after-purchase evaluation where the chosen alternatives are at least the same or exceed customer expectations, while dissatisfaction arises when the results do not meet expectations (Engel et al., 1990). Customer satisfaction with a product or service is actually something that is difficult to obtain if the service company or industry does not really understand what consumers expect. For products or services with the same quality, it can provide different levels of satisfaction for different consumers. Therefore, a company must always pay attention to the quality of products and services provided to consumers. Customer satisfaction is a customer response to the mismatch between the level of prior importance and the actual performance he feels after use (Rangkuti, 2002). Satisfaction is the feeling of pleasure or disappointment of someone who appears after comparing his perceptions or impressions of the performance or perceived results and expectations. (Kotler and Keller, 2009). Customer satisfaction is a person's psychological condition that results when expectations match what is received and creates feelings of satisfaction or pleasure. Customer satisfaction or dissatisfaction is the customer's response to evaluating the perceived

mismatch between previous expectations or expectations and the actual perceived performance. Customer satisfaction is the difference between customer expectations and customer perceptions of what the company provides. Customer satisfaction is influenced by perceptions of service quality, product quality, price and factors that are personal and temporary (Tjiptono, 2019).

Complaint Behavior

Customer dissatisfaction is a response to the evaluation of the perceived or confirmed mismatch between previous expectations and the actual performance of the product that is felt after use (Tjiptono, 2019). Customer response to dissatisfaction is also influenced by individual characteristics, such as demographics, personal values, and attitudes towards complaints (Sing, 1988). The reputation and long-term survival of the company can be threatened by silent customers who do not complain directly but tell others about their dissatisfaction. In addition to individual characteristic influences, product and situation factors also play an important role in explaining customer responses to dissatisfaction (Stephens & Gwinner, 1998). Complaining behavior does not lead to satisfaction. This depends on how the complaint is received and treated by the company as something that increases satisfaction. The negative effect of complaints is negative word of mouth that can endanger the company's reputation (Ganesan, 1994; Morgan,M.R., Hunt, D.S.1994). The fewer customer complaints, the greater the loyalty (Tax et al., 1998). Therefore, every company must always try to satisfying every customer, improving the quality of its products and handling every complaint as best as possible (Tjiptono, 2019). There are four possible customer responses. First, it doesn't do anything. This means that they do not submit their complaints to anyone. However, most of them immediately switched to other suppliers. Second, stop buying products and / or convey word-of-mouth to family, friends and closest people (private action). This information usually flows quickly and has an impact on the company's image. Third, submitting complaints directly and or asking for compensation to the company. This is a blessing in disguise, where the company gets valuable feedback from the various complaints submitted and there is an opportunity to solve the problem before it spreads widely (let alone damage the company's image and reputation). If a complaint is handled effectively and satisfactorily, consumers who were previously dissatisfied can become satisfied and will still buy the company's products / services. Fourth, Complain through the mass media, to consumer organizations or related government agencies, legally suing producers. Marketing communications and public relations play a vital role in anticipating this possible form of complaint (Tjiptono, 2019).

Loyalty

Loyalty is a deeply held commitment to buy or support back a product or service even in difficult times or crises
(Kotler and Keller, 2009). Customer loyalty is a reliable measure to predict sales growth and customer loyalty can also be defined based on consistent purchasing behavior (Griffin, 2005). Customer loyalty, customer commitment to persist deeply consistently in the future even though it has the potential to cause behavioral changes (Oliver, 2007). Loyalty is customer commitment to a brand, store, supplier based on a positive attitude and is reflected in repeat purchases (Tjiptono, 2019). Customer loyalty is a habit of repetitive purchasing behavior, high linkage and relationship with the choice, and is characterized by seeking external information and evaluating alternatives ((Engel et al., 1994). Loyal customers have the characteristic of Satisfaction, staying with the company as long as expectations are met. Repeat purchase, Returning to the company to buy again. Word of Mouth, Putting on its reputation for telling others about the company .. Evangelism, Convincing others to buy the company's products Ownership, Feeling responsible for the continued success of the company (Kotler and Keller, 2009).

Conceptual framework

This study aims to determine the effect of satisfaction on loyalty and the role of complaint behavior in mediating the relationship between satisfaction and loyalty:
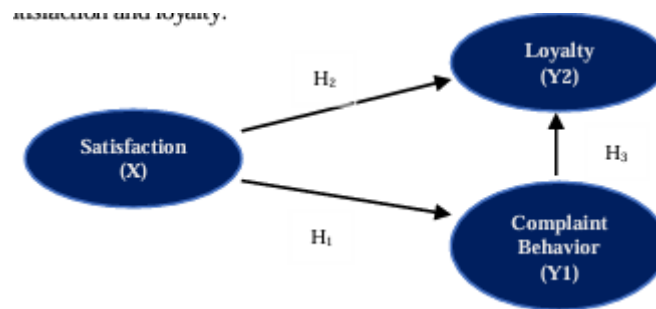
Research Hypothesis

Satisfied customers will not show complaint behavior. Complaint behavior is a response to service dissatisfaction received by customers (Luo et al., 2016; Walle, 2018; Mittal, 2016; Fan et al., 2016). Customer complaint behavior is the character of the person expressing or not expressing dissatisfaction related to the good or bad performance of the company (Fan et al., 2016).

H1: Satisfaction (X) has a significant and negative effect on Complaint Behavior (Y1)

Satisfaction can increase loyalty. Satisfaction and loyalty have a negative relationship if the customer is dissatisfied (Hultman et al., 2015). Decreasing satisfaction with service makes customers disloyal and this will have an impact on other industries (Jarvis et al., 2016). Customers who are more satisfied, the greater their intention to use the service again. They will speak positively about the service and recommend it to others so that satisfaction can increase company profits (Myo et al., 2019; Nurbasari et al., 2018; Su et al., 2016; Rajeswari et al., 2017; Liao et al. ., 2016; Larivière et al., 2016; Cai et al., 2018; Kim, Jong-Hyeong., 2017; Eklof et al., 2018).

H2 : Kepuasan (X) berpengaruh signifikan dan positif terhadap Loyalitas(Y2)

The dissatisfaction response received by service providers is complaint behavior (Luo et al., 2016; Walle, 2018; Mittal, 2016). Customer complaint behavior is the character of the person expressing or not expressing dissatisfaction related to the good or bad performance of the company (Fan et all. 2016). Satisfaction and loyalty have a negative relationship if the customer is dissatisfied (Hultman et al., 2015). Customers who complain will not be loyal to a service. The higher the customer complaint behavior towards service, the more disloyal the customer will be.

H3: Complaint behavior (Y1) has a significant and negative effect on loyalty (Y2)

Even though customers are satisfied, it does not mean that customers will be loyal but still have the intention to switch because there is another attraction so that they do not use the service again or in other words, satisfied customers at the same time, it is not necessarily that there is no dissatisfaction (Luo et al., 2016 ; Walle, 2018; Mittal, 2016; Bergel et al., 2018). Handling complaints will not eliminate customer dissatisfaction, because complaints are not limited to the service alone but to the mechanism. So even though they are satisfied, customers still complain directly. (Luo et al., 2016; Pilelienė et al., 2016; Zhang et al., 2017; Komunda et al., 2015; Ogbeide et al., 2015).

H4: Satisfaction (X) has a significant effect on Loyalty (Y2) through complaint Behavior (Y1)

III. Metodology

This research is a quantitative explanatory research. The research was conducted at 95 companies receiving customs facilities in East Java Province, Indonesia. The research was started from 19 August 2020 to 10 November 2020. The criteria for companies that were respondents were companies with a minimum of three import activities and three export activities in 2019. Data collection was carried out by distributing questionnaires and interviews. Distribution of questionnaires is done by distributing it directly and via email. Interviews were conducted in person and by telephone.

Data were analyzed using PLS (Partial Least Square) version 3.0. PLS is a variant-based structural equation analysis (SEM) that can simultaneously test the measurement model (outer model) as well as test the structural model (inner model). The parameter of the validity measurement model was carried out with the Rule of thumb convergent validity, namely outer loading> 0.7, communalty> 0.5 and Average Variance Extract (AVE)> 0.5. (Chin, 1995). Latent variables can be said to have good reliability if the value of Cronbach's alpha and Composite reliability is greater than 0.7, even though the value of

0.6 is still acceptable (Hair et al.,2006). A structural parameter model with a T-statistic test was obtained to predict the existence of a causal relationship. The variable has a significant effect if the T-statistic value is above 1.96 for the two-tailed hypothesis at a significant level of 5%.

IV. DATA AND RESULTS

Table no.1: Hypothesis Testing Results

	Hypothesis	Coefficient Value	T-Statistic	T-table	P-Values	Conclution
H1	**Satisfaction -> Complaint Behavior**	**0,3051**	**3,7835 s**	**1,96**	**0,0002**	**H1 accepted H0 rejected**
H2	**Satisfaction -> Loyalty**	**0,5342**	**6,8875**	**1,96**	**0,0000**	**H2 accepted H0 rejected**
H3	**Complaint Behavior -> Loyalty**	**0,6093**	**6,6360**	**1,96**	**0,0000**	**H3 accepted H0 rejected**
H4	**Satisfaction-> Complaint Behavior -> Loyalty**	**0,1859**	**3,4172**	**1,96**	**0,0007**	**H4 accepted H0 rejected**

a. The Effect of Satisfaction on Complaint Behavior of companies receiving customs facilities in East Java Province.

Testing the hypothesis H1, Satisfaction (X) has a significant and positive effect on Complaint Behavior (Y1) because it produces a coefficient value of 0,3051 and a t-statistic value of 3,7835 or greater than the t-table value of 1.96 at $\alpha = 5\%$ and a p-value 0,0002. Based on the test results, the H1 hypothesis is rejected and H0 is accepted, which means that the higher the satisfaction, the higher the complaint behavior of companies receiving customs facilities in East Java Province.

Behind company satisfaction, there is dissatisfaction. Even though they are satisfied, the company will still show complaint behavior. Innovation in service can satisfy the company. However, the unpreparedness or weakness of these innovations can lead to complaining behavior from the company. Services that are organized online are welcomed as an innovation to speed up the service process, but access to online services that are often problematic can result in complaints from companies.

b. Effect of Satisfaction on Loyalty of companies receiving customs facilities in East Java Province.

Hypothesis testing H2, Satisfaction (X) has a significant and positive effect on loyalty (Y2) because it produces a coefficient value of 0,5342 and a t-statistic value of 6,8875or greater than the t-table value of 1.96 at α = 5% and p-value. 0,000. Based on the test results, the hypothesis H2 is accepted and H0 is rejected, which means that the higher the satisfaction, it can increase the loyalty of companies receiving customs facilities in East Java Province.

This study proves that the company will show a loyal attitude if the company is satisfied with the service received. Increase company satisfaction, the company's intention to use the service again is getting bigger. On the other hand, if the company is not satisfied with a service, then the company will not be loyal. The company will speak positively and recommend good service performance. Company loyalty can be seen from the decrease in violations committed by the company. Improving service quality is very important in order to increase company loyalty. Improving service quality through innovations in the field of export-import services can facilitate the flow of goods shipments so as to create a good investment climate.

c. Effect of Complaint Behavior (Y1) on Loyalty (Y2) of recipients of customs facilities in East Java Province.

Hypothesis testing H3, Complaint Behavior (Y1) has a significant effect on Loyalty (Y2) because it produces a coefficient value of 0,6093 and a t-statistic value of 6,6360 or greater than the t-table value of 1.96 at α = 5% and a p-value of 0,0000 . Based on the test results, the hypothesis H14 is accepted and H0 is rejected, which means that the higher the complaint behavior can increase the loyalty of companies receiving customs facilities in East Java Province. The results of this study indicate that even though the company shows complaining behavior the company will be loyal.

The results of this study indicate that even though the company shows complaining behavior, the company will be loyal. Complaint handling is a marketing activity to regain customer trust due to service failure and to meet customer satisfaction or expectations. The implementation of policies and service processes that still have shortcomings can lead to the behavior of complaints from companies receiving customs facilities in East Java Province. Export-import policies are not only made by customs but from several agencies. Customs enforces the rules and policies of other agencies. The complexity of export-import regulations and the implementation of these regulations or policies has a big chance of causing complaint behavior. However, if it is communicated properly, the company can understand this so that it will return the company's trust.

d. The Effect of Satisfaction (X) on Loyalty (Y2) through Complaint Behavior (Y1) for the recipient of the customs facility **in East Java Province.**

Hypothesis testing H4, Satisfaction (X) has a significant and positive effect on Loyalty (Y2) through Complaint Behavior (Y3) because it produces a coefficient value of 0,1859 and a t-statistic value of 4,4172 or greater than the t-table value of 1.96 at α = 5 % and p-value 0.0007. Based on the test results, the hypothesis H4 is accepted and H0 is rejected, which means that the higher the complaint behavior can increase the loyalty of companies receiving customs facilities in East Java Province.

The results of this study indicate that complaining behavior mediates the relationship between satisfaction and loyalty. Companies that were satisfied will continue to complain. However, if the complaint is handled properly, it will restore company trust and this trust can increase company loyalty. Maximizing communication and complaint services can be used to restore trust and increase the loyalty of companies receiving customs facilities in East Java Province.

V. CONCLUSION AND IMPLICATION

This research can be used to improve the quality of public services. Increasing satisfaction is not a guarantee that can reduce complaint behavior. a complaint can be a reaction of

dissatisfaction or it can be an input for improvement. If the response to the dissatisfaction is handled properly, it can restore trust to increase loyalty. Therefore, it requires a deeper understanding of the behavior of complaints. The function of complaint facilities and complaint handling mechanisms can be maximized to restore trust and increase company loyalty.

Policy implementation must be supported by infrastructure readiness. Policies must be really ready and then implemented or implemented into the company's business processes. Online service processes can streamline the company's business processes. This can be a complaint if it causes losses to the company. Maximizing the complaint system can be used as a good communication tool to improve service quality, because the existing service is a monopoly service where there are no competitors. In addition, the service provider is the task of supervising the service so that communication is very important. Building communication can clarify the constraints of companies and service providers so that communication can explore the company's needs to improve service quality. It is necessary to have service innovations that can be adjusted to the character or needs of the company. Companies receiving customs facilities have different business characteristics from product types, production capacities and import and export business processes so that service adjustments will be very good if it is in accordance with company needs.

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