Relationship Of The Handling Of Complaints Against The Satisfaction And Loyalty Of Customers On Cosmetic Products

(A Case Study : Cosmetic Company in Indonesia)

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Abstract – In the era of globalization very tight competition between the companies, thus encouraging the development of expectations subscribes. The Company is required to maintain the market by increasing quality. Basically, customers will be comparing the quality of the products supplied by the cosmetic company XYZ with quality products that customers expect. Handling of complaints could be used as a benchmark for the quality of the products offered, so it is expected to create customer satisfaction and loyalty. This study uses the qualitative and quantitative descriptive method that is generally qualitative data should be quantified in advance in order to be measured on a numerical scale, through a questionnaire given to respondents. In this case, the respondents are customers of cosmetic products. Processing techniques and data analysis in this research is qualitative descriptive analysis. The analysis tool is using the Correlation Analysis Statistical Product and Service Solutions based on the results of research and evaluation on the cosmetic company can be concluded grievance significant effect on loyalty (0.675) with a value of $\alpha = 0.05$

Keywords: Handling complaints, satisfaction, and loyalty

I. INTRODUCTION

Cosmetic companies that are developing is a cosmetics company. Cosmetics company based in Jakarta to divide multiple segments in the marketing of its products, it is aiming to have all the market gaps can be met. cosmetic companies divide the 3 segments of the products offered to the market, as follows:

 A Segment
Exclusive product offers and selling price is quite expensive.
 segment B
Offering products with a segment of buyers for the medium.
 Segment C
Offering products with buyer segments for low incomes

Customer complaints or customer dissatisfaction is a risk the work need not be troubled. Customer complaints are considered as an important opportunity for the company to know the reaction of the customers of a service company, especially on cosmetics company XYZ (Kim et al., 2003).

Low quality will cause discontent on customers, not only at the customers but also have an impact on others because customers who are disappointed will tell you at least 15 other people. Impact prospect will drop his choice to competitors (Lupiyoadi and Hamdani, 2006). Customer complaints is the element that should be noted and used as input in the drafting of the strategy of service companies. Knowledge of customer complaints will help corporate managers pay attention to and solve the problems that arise. Companies can use the appropriate way to formulate the next service. A complaint management system are arranged appropriately and effectively, will make it easier for the company to maximize the level of customer loyalty. Here is a picture of 1 indicating dissatisfaction of customers by product segment C
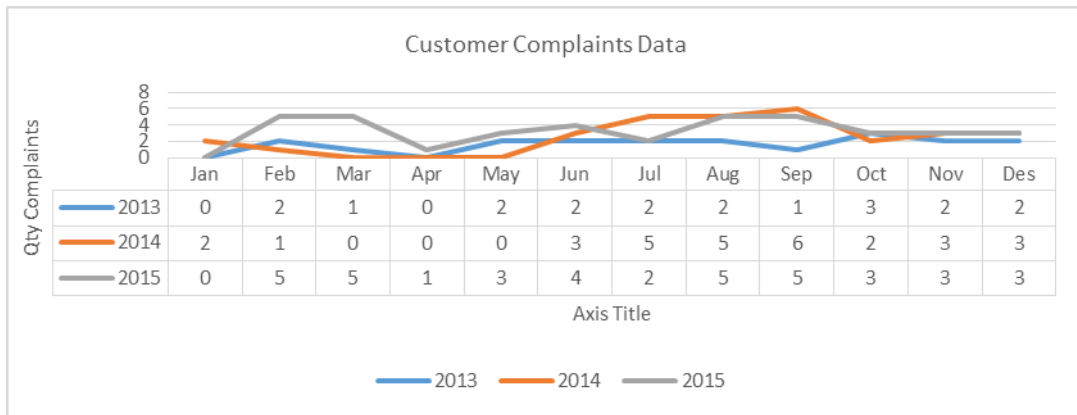
Source: Company Cosmetic Data (2016)
Picture 1 Customer Complaints Data

Satisfaction will be achieved when the quality of the products and services provided in accordance with their needs, because by knowing the factors affecting the satisfaction will be able to increase customer loyalty (Tjiptono, 2004). Many of the benefits received by the company with the achievement of a high level of customer satisfaction that is able to increase customer loyalty, can prevent the onset of customer turnover, reducing the sensitivity of customers against price, reduce the cost of marketing failure, reduce operating costs caused by the rising number of customers, increase the effectiveness of your ads and increase your business reputation (Fornell, 1992). Therefore, the purposes of this research are to 1). Analyze customer satisfaction against cosmetic products segment c 2) Analyse the handling of complaints against customer satisfaction 3) Analyse the handling of complaints against the satisfaction of service.
One of the lifestyle of customers who start many found was delivering ketiSalah a lifestyle that many customers found is to convey dissatisfaction on the products purchased. The Ketidakpuasaan can be delivered orally or by using the telephone and in writing (Rangkuti, 2003:99).

II. DATA AND METHODOLOGY

This research is conducted in Jakarta. The location is choosen intentionally by considering headquarter that is located in Jakarta. The days this research is conducted is on October until November 2016. This research design is using qualitative and quantitative method through an exploration of using questionnaire technique as well as purposive sampling.
Data is taken from quistionaire data, after that we do an analysis using SPSS Statistics. SPSS is a piece of software that serves to analyze data, perform statistical calculations both for statistical parametric or non-parametric with windows (Ghozali, 2009). The results of processing are then analyzed and presented in the form of descriptions, pictures, or tables. Process for data analysis such as table 1.

Table 1.Research Method

No	Research Objectives	Types Of Data	The Data Source	Method
1	Measure Customer Satisfaction	Secondary Data	Company Cosmetic	CSI
2	Analyze the relationship of the handling of the complaint against complacency	Primary Data	Questionnairer	Correction Analysis
3	Analyze the relationship of the handling of complaints against the loyalty	Primary Data	Questionnaire	Correction Analysis
4	Analyzing the relationship of satisfaction towards loyalty	Primary Data	Questionnaire	Correction Analysis

Customer Satisfaction Index (CSI) is a quantitative analysis in the form of a percentage of customers who are happy in a customer satisfaction survey. CSI is required to know the level of overall customer satisfaction with attention to the importance of attributes – attributes of a product or service. Interpretation of CSI Value such as table 2.

Table 2. Interpretation of CSI Value

Angka indeks	Interpretasi
X≤64%	Very Poor

64%< X ≤ 71%	Poor
71%< X ≤ 77%	Cause for Concern
77%< X ≤ 80%	Borderline
80%< X ≤ 84%	Good
84%< X ≤ 87%	Very good
87%<X	Excelent

Source Customer Satisfaction Measurement, www.leadershipfactor.com

Gap Analysis

Gap analysis is used to assess the handling of the complaint terhdap satisfaction and loyalty against cosmetic products. This method is used to measure the gap between the expectations of performance. The results of the analysis into a reference in menignkatkan complaints handling performance. There are 3 indicators research, namely product satisfaction, handling complaints, as well as the loyalty that spelled out through the questionnaire questions. Gap analysis is done through a detailed questionnaire by charging the customer. The respondents gave an assessment of the scale of liqueur 1 to 5 on each variable is observed. The results of the measurement gap later depicted in the diagram of the radar.

III. DISCUSSION AND RESULT

General Overview of the cosmetic company

The object of research is the company that runs its business in the field of cosmetics. our satisfaction measurement is aimed at knowing the consumer satisfied products, services provided by a cosmetics company, and service in handling complaints.

Description of respondents

The respondents were selected using a probability sampling design the sampling (Purposive sampling) i.e. simple random sampling. These terms of use by using the consideration of respondents able to inform what experienced the ease of getting it. The respondents in this study grouped based on gender, age, religion, occupation, status, and monthly income.

Description the research Variables

This research aims to look at the influence of each free variable consisting of the handling of complaints against variables bound to the satisfaction of the quality products and services, as well as loyalty. The presentation of data as follows:

a. Variable Product Satisfaction

Product satisfaction variables consisted of 27 questions that attributes are used, such as graph 1 below.

Figure 1 product satisfaction Results

Based on the graph above can describe what the desired by each customer towards the product to be purchased, can be seen from the great Gap of which the product is not easily broken, a form of packaging that is nice/beautiful, a lot of content, There is a price discount and samples for the tester.

b. Variable Satisfaction Services

Product satisfaction variable consists of 21 questions that attributes are used, such as chart 2 below.

Figure 2 Satisfaction Services Result

Based on the graph above can describe what the desired by each customer against that will be given, can be seen from the great Gap among these publications via the newspapers.

c. the Complaint Handling Satisfaction Variables

Product satisfaction variable consists of 8 attributes the questions used, such as chart 3 below.
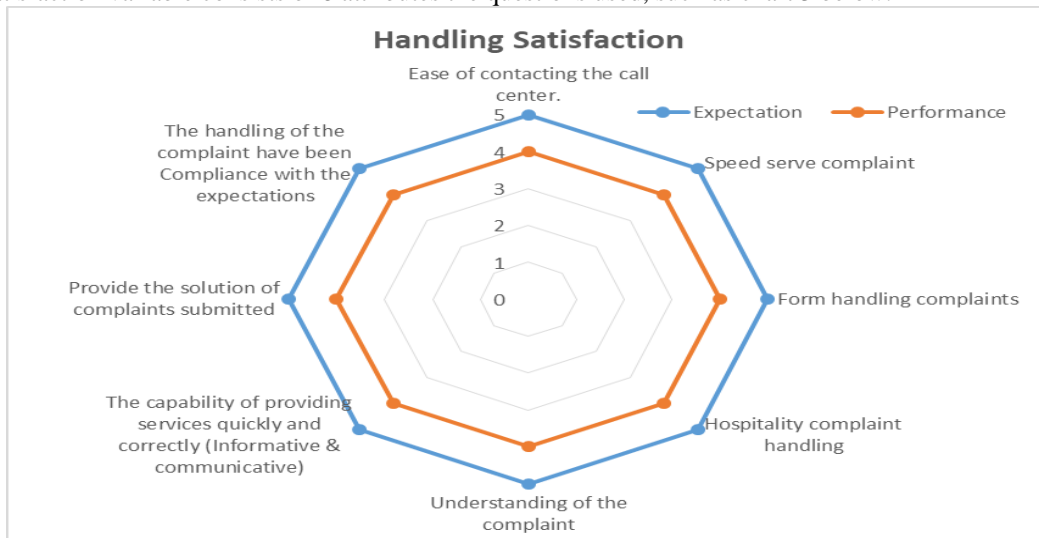

Figure 3 Handling Satisfaction Result

d. CSI (Customer Satisfaction Index)

Customer statisfaction is a qualitative analysis of the index in the form of a percentage of customers in a customer satisfaction survey can be seen in table 3.

Table 3. Interpretation of CSI Value

Variabel	CSI Value(%)	Interpretatiom
Product satisfaction	74.31	Cause for Concern
Satisfaction Services	85,77	Very good
ComplaintHandling Satisfaction	80.00	Good

Based on the above data for product attributes needed special handling, so that products are presented to the customer in accordance with what ang wanted by customers.This special handling is needed to be done so that customers do not turn to products of other brands.

e. Correlation Analysis Test

The correlation analysis was used to determine the relationship of two variables. The correlation calculation is done using the SPSS program, assistance with such results on the table 4

Tabel 4 Correlation Analysis Test

			penanganan	Kepuasan	Loyalitas
Spearman's rho	Handling	Correlation Coefficient	1.000	.307	.675[**]
		Sig. (2-tailed)	.	.099	.000
		N	30	30	30
	Statisfaction	Correlation Coefficient	.307	1.000	.238
		Sig. (2-tailed)	.099	.	.206
		N	30	30	30
	Loyaity	Correlation Coefficient	.675[**]	.238	1.000
		Sig. (2-tailed)	.000	.206	.
		N	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).
Source (2017)

Based on the table above note that the dimensions of the handling of complaints together-the same effect on loyalty.

f Test the hypothesis

1. On the first hypothesis in which the handling of complaints had no effect against the variable satisfaction because 0307 (sig) < 0.05.
2. on the second hypothesis where the handling of complaints against the influential variables loyalty because 0675 (sig) < 0.05.
3. on the third hypothesis where satisfaction has no effect against the variable loyalty because 0238 (sig) < 0.05.

Managerial Implications

Managerial implicaion that can be done by a corporation management is explained as follow:
1. The improvement of quality product, particularly in terms of variant and packaging so that customers are interested in buying..
2. A good coop implementation management, therefore it results efficient chickens, because the death level is low and the usage of woof is growing
3. To improve the quality of human resource itself such Training regularly with competent agencies to improve the competence of employees..

IV. CONCLUSION AND RECOMENDATIONS

Conclusion

After this research is done, based on the research outcome it can be concluded as in follow:
1. Results of the questionnaire data processing, where customers are still not satisfied against cosmetic products segment C, and need special handling to repair segments of cosmetic products C.
2. Handling of complaints is not to our satisfaction.
3. Our satisfaction customers have no effect against the loyalty.

Recommendations

This study can be useful references in anticipation of business competition. To improve the competitiveness of excellence, companies need to adopt the latest technology and the most up-to-date. Moreover companies need to innovate on the product formula and packaging so that the customers the more loyal towards cosmetic products as well as improving the quality of human resources. Therefore, companies can achieve the competitiveness of excellence where the resource base of technology and people.

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