

# Strategi merespon customer complaint pada kegagalan jasa: study pada online shopper e-marketplace di Indonesia = Strategy to response customer complaint in service failure: a study of online shopper e-marketplace in Indonesia

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## Abstrak

Perkembangan internet yang semakin pesat membuat internet menjadi aspek yang penting dalam kehidupan masyarakat, tidak terkecuali dalam hal berbelanja. Pergeseran pola belanja masyarakat menjadi serba digital disadari oleh para pelaku bisnis sehingga memicu pertumbuhan e-commerce dan e-marketplace. Saat ini Indonesia menjadi salah satu pasar terbesar di Asia Tenggara untuk kegiatan belanja online. Disisi lain, tidak bisa dihindari bahwa ternyata masih terdapat banyak kendala dan masalah dilapangan yang menyebabkan pertumbuhan e-marketplace Indonesia belum bisa maksimal. Terdapat kekhawatiran di pihak customer akan masalah yang mungkin muncul ketika melakukan belanja secara online. Service failure yang sering kali muncul akhirnya mendorong customer melakukan komplain. Kegagalan dalam pelayanan atau munculnya berbagai keluhan dari customer merupakan suatu hal yang tidak dapat dihindari. Bagi setiap perusahaan haruslah menyiapkan strategi optimal untuk mengelola keluhan tersebut. Penelitian ini dilakukan untuk melihat strategi pemberian respon berupa service failure explanation yang tepat ketika muncul komplain. Metode yang digunakan adalah scenario-based experiment dan pengolahan data melalui uji beda t-test serta ANOVA. Dari total 325 responden online shopper Indonesia yang terkumpul, diperoleh hasil bahwa apology dan justification menjadi pilihan terbaik bagi customer ketika menerima respon atas komplain mereka.

.....The rapid development of the Internet makes the Internet as an important aspect in people's lives, included shopping. The shifting pattern of shopping habit among people nowadays into a digital perceived by the business players as the trigger of the growth in e-commerce and e-marketplace. Indonesia is currently one of the largest markets in Southeast Asia for online shopping. On the other hand, it is inevitable that there are still many obstacles and problems that led to the growth of e-marketplace Indonesia can not be maximized. There are customer concerns about issues that may arise when they do online shopping. Service failures that often arise eventually encourage customers to complain. Failure in service or the emergence of various complaints from customers is an inevitable thing. Each company must prepare an optimal strategy to manage those complaints. This research is conducted to see the strategy of giving response using service failure explanation. The method that used is scenario based experiment then all the data were analysed using t test and ANOVA. Total 325 respondents of online shopper Indonesia collected, and obtained the result that apology and justification is the best choice for customers when receiving a response to their complaints.