

TINGKAT KEPUASAN KONSUMEN TERHADAP TANGGAPAN PERUSAHAAN PASCATINDAKAN KOMPLAIN MELALUI MEDIA CETAK

*Consumer's Satisfaction Level of Company's Response after Complaint through
Daily Newspaper*

LILIK NOOR YULIATI^{1*}, YUZA ANZOLA²

¹Staf Pengajar Departemen Ilmu Keluarga dan Konsumen, Fakultas Ekologi
Manusia, Institut Pertanian Bogor, Jalan Lingkar Kampus IPB Dramaga,
Bogor 16680

²Program Studi Gizi Masyarakat dan Sumberdaya Keluarga, Fakultas Pertanian,
Institut Pertanian Bogor, Kampus Dramaga, Bogor 16680

ABSTRACT. *The aims of this research were to identify the consumer's characteristics that do the complain act, to analyze the relation between consumer's characteristics with the complaint action, to analyze the company's conception with consumer's satisfactory level, and to analyze factors influence consumer's satisfaction level complaint after company's response. The research was conducted from February to May 2008 in Jabodetabek, using descriptive design method. The data collected was primary and secondary data which analyzed descriptively and inferentially. Then, the data was processed by using Microsoft Excel and SPSS 13.0. The satisfaction level was obtained by measurement using scale interval. Statistical test used in this research were Spearman Correlation and Multiple Linear Regression. According to this research's results showed that 18-40 year old male consumers with high education incline to do the complaint act. Products/services usually complained were those around services, quality, and transaction cases. Almost all consumers felt unsatisfied towards the company's after complaint 'conception. This unsatisfactory was caused by the company's bad and ineffective conception. The company's conception had a strong relationship with the satisfactory level. Factors influenced consumer's satisfaction level after complaint were sex, education, and the company's fast conception towards complaints.*

Key words: *complaint, consumer, mass media satisfaction level*

PENDAHULUAN

Kemajuan ekonomi dan teknologi dewasa ini semakin berkembang dan meningkat. Hal tersebut ditandai dengan membanjirnya produk dan jasa yang beraneka ragam. Bagi konsumen, hal ini merupakan tantangan karena dituntut agar bersikap kritis dan tanggap terhadap produk-produk yang beredar di pasaran. Seringkali kualitas produk dan jasa yang dijanjikan oleh produsen berbeda dengan kenyataan yang mengakibatkan konsumen dirugikan. Kerugian yang dirasakan ini memicu untuk melakukan tindakan komplain. Tindakan komplain yang dilakukan ini adalah untuk

memperoleh ganti rugi. Namun, saat ini posisi konsumen masih sangat lemah, sehingga dibutuhkan lembaga yang mampu menampung berbagai keluhan konsumen seperti media massa. Media cetak adalah salah satu bentuk media massa yang banyak diakses oleh masyarakat.

Penelitian ini bertujuan untuk: (1) mengidentifikasi produk dan jasa yang dikomplainkan; (2) mengidentifikasi perilaku komplain konsumen; (3) menganalisis tanggapan perusahaan pascatindakan komplain; (4) menganalisis hubungan karakteristik konsumen (usia, jenis kelamin, pendidikan, dan pendapatan) dengan tindakan komplain;