Research Paper

Effects of Public Complaining and Complaint Handling on Social Media Upon Customer Satisfaction (A Case Study on Tokopedia)

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ABSTRACT

Customer satisfaction is an effort to fulfill customer needs and demand as well as to fulfill the provisions concerning its realization to balance customer expectation, and it is vital as it benefits the company. However, customers are dissatisfied at times with products or services provided by companies resulting in complaints. Public complaining is a medium used by customers to express their dissatisfaction with the use of product and services. It is made by customers who expect improvements for service failures. Public complaining is formed from identity, in handling complaints, companies take an action called service recovery as service provider to resolve service failures. Service recovery in handling complaints is based on four aspects such as empathy, speed, fairness, and accessibility. Public complaining and complaint handling have become the main focus in strategies to satisfy and to retain customers to use companies' next products or services. Aiming at analyzing the correlation or effects of complaints and complaint handling on social media to realize customer satisfaction, the survey research employs associative method and takes Tokopedia users throughout Indonesia having made a minimum of 1 transaction and making a complaint as its population. Non-probability sampling technique with accidental sampling through a survey questionnaire and analyzed by multiple linear regression method. The findings show that customer satisfaction is affected by personal identity in public complaining, and by speed as well as accessibility in complaint handling. Based on the three affecting factors, motivation of the customer who make public complaints on social media us that they want their complaints to be read and known by other people and companies, and they expect responses and improvements to the service failures experienced. The complaints are also made on social media because it is expected that related companies would make improvement or complaint handling by offering various solutions, method and conveniences through optimal service facilities.

Keywords: Public Complaining, Complaint Handling, Perceived Unfairness, Stability Attribution, Personal Identity, Empathy, Speed, Fairness, Accessibility.

INTRODUCTION

A product or service that can satisfy is a product or service that can provide something that is sought by consumers to a sufficient extent. But there are times when consumers feel dissatisfaction from the product or service provided by a company. Although supervision of service delivery is carried out strictly, service failure can still occur at any point of service delivery, and cause complaints from customers (Hua, Yi, and Ying, 2011). So in the business world, customer complaints are a common thing and may occur.

Complaint behavior is a process of evaluating customers' consumption experiences that cause dissatisfaction. The main cause of customer dissatisfaction is due to their unfulfilled expectations. The complaint given by the customer in the use

of the product or service is a feedback from the quality of the product or service used by the customer. The more complaints given by customers, the more it requires extra attention for every company that receives a complaint to improve the product or service.

Complaints other than a statement or expression of dissatisfaction with the product or service is felt, as well as material improvement or evaluation of the company. Complaints provide insight and input for companies to identify problems experienced by consumers, improve services that are more satisfactory and quality, help Strategic Planning, and especially to understand what is felt and needed by consumers. With the right response to consumer complaints, a production and service company will be able to better understand the desires of consumers and satisfy their desires. When customer satisfaction is met, then the satisfaction will affect customer loyalty. The fewer customer complaints, it will increase customer loyalty (Tax et al., 1998).

Currently, E-Commerce is a business that is favored by many people and is a very promising business, considering that consumers have used many internet facilities to shop for products and use services. E-Commerce is a transaction activity in buying or selling goods or services using electronics that have internet access. E-Commerce began to emerge in the early 1960s and continues to grow today. This is of course due to the advantages in terms of flexibility of place and time as well as the ease provided in the E-commerce industry to do or meet the needs desired by consumers.

The increase in the E-Commerce industry in Indonesia is shown based on data from the Central Statistics Agency (bps) that the contribution of the digital market to Indonesia's GDP is 3.61% in 2016, 4% in 2017, 10% in 2018, and 17% in 2019. This increase also led to an increase in online shopping transactions Indonesian people who reached Rp. 85 trillion in 2017, reaching Rp. 100 trillion in 2018, and reached Rp. 391 trillion in 2019 (warta

ekonomi.co.id, 2020). This also has an impact on the number of emerging online stores in Indonesia that compete with each other to seize the market, one of which is Tokopedia.

Tokopedia is the first and largest marketplace in Indonesia, and is a trust business founded by William Tanuwijaya and Leontinus Alpha Edison on February 6, 2009, and officially launched to the public on August 17, 2009. Tokopedia business is Business-to-Consumer (B2C) and Consumer-to-Consumer (C2C) (newsdetik.com, 2016; Rahman, 2017). In particular Tokopedia was established to build trust for people who can not meet in person, but can be done online (newsdetik.com, 2016).

Tokopedia has experienced significant development since its inception, and until 2019, Tokopedia has had 200 million products, 90 million active users per month, and total transactions of more than Rp. 18 trillion teknologi.bisnis.com, 2020). Based on the results of iprice's research, the number of E-Commerce visitors from Indonesia until 2019 reached 153.64 million. This figure beats other E-Commerce visitors such as Bukalapak, Shopee and Lazada. In 2018, Tokopedia also recorded the largest number of visitors, which reached 111.48 million (databoks.katadata.co.id, 2020).

Based on the data on the number of users who downloaded online store mobile applications in Indonesia, the E-Commerce with the most visitors in 2019 was Tokopedia along with Shopee and Lazada with the number of downloaders more than 10 million people. Facts in the field also show that the majority of Tokopedia users come from mobile users, because 80% of visits come from mobile users (Freischlad, 2016). For Tokopedia, mobile applications can be useful for achieving traffic targets, both in terms of viewers, visitors, and transactions, and in particular can penetrate the wider market (Yusuf, 2014; Pertiwi, 2015). One of the mainstays of Tokopedia's high visitors comes from Facebook, which

reached 5.89 million visitors. Then followed by Instagram as many as 903 thousand visitors, and Twitter as many as 174 thousand visitors. This indicates that the role of social media on the penetration of E-Commerce visits is quite important. The e-commerce application has been downloaded on social media about 10 million times (katadata.co.id, 2019).

But amid the rapid development of E-commerce and the many benefits felt by consumers and businesses in e-Commerce transactions, it is inevitable that there are still many consumers who have not been satisfied, which leads to complaints and complaints from customers, such as long delivery problems, defective or damaged products, goods received are not the same as those displayed in the, and so forth. This is supported by data from the Indonesian Consumer Institute Foundation (YLKI) which states that 8 of the 10 industries with the most complaints in 2019 came from the service sector, namely banking, online lending, housing, online shopping, electronic money, leasing, insurance, and telecommunications (Tulus, 2020).

Sellers or companies that sell goods or services in online shopping stores must have something to attract the attention of consumers or buyers to make transactions of goods and services, in addition the seller must be able to convince customers that the transactions made make them comfortable shopping so that no complaints from customers about an item or service performed. In the event of a complaint from a customer, the seller or the company must pay attention and respond to the complaint properly.

Foundation The Institute Consumer Indonesia or YLKI mentioned that it received many reports of consumer complaints related to online shopping. Online shopping or E-Commerce dominates consumer complaints. One of the causes of high complaints related to online shopping in the E-Commerce industry is due to the lack of certainty and the weak regulatory system that makes the law on the online shopping process, as well as the lack of good faith from the e-Commerce operators. Therefore, often e-Commerce actors abuse E-Commerce transactions to the detriment of consumers. Online businesses are often uncooperative in responding to consumer complaints, where complaints often do not receive follow-up troubleshooting and complaints are not responded to by changing policies or improving their infrastructure. Consumer complaints are also one of them is that it is difficult to make complaints (Tulus, 2020). Data on consumer complaints submitted through Foundation the Institute Consumer Indonesia (YLKI) based on commodity types can be seen in Table 1.

Table 1 YLKI Complaint Data by Commodity Type

NO	2019		2018	
	Commodities	NUMBER OF CASES	Commodities	NUMBER OF CASES
1	Banking	106	Banking	103
2	Online Loans	96	Housing	98
3	Housing	81	Online Loans	81
4	Online Shopping	34	Telecommunications	63
5	Electronic Money	34	Online Shopping	40
6	Leasing	32	Leasing	21
7	Insurance	21	Insurance	21
8	Telecommunications	6	Electronic Money	8

Source: finance.detik.com (2020)

Based on the data collected by YLKI, online shopping complaints in 2019 consist of the slow response to complaints, the goods have not arrived, the shopping system, refunds are not given, suspected fraud, inappropriate goods, suspected hacked accounts, defective products, services, prices and information as shown in Table 2.

Table 2 Most YLKI Complaint Data In E-Commerce Industry

NO	2019	
	TYPES OF COMPLAINTS	**AMOUNT IN (%)**
1	Slow Response to Complaints	44
2	The Goods Have Not Been Received	36
3	Adverse System	20
4	No Refund Is Given	17
5	Alleged Fraud	11
6	Items Received do not match the application	9
7	Alleged Crime	8
8	Product Defects	6
9	Services	2
10	Price	1

Source: katadata.co.id/ylki (2020)

Tokopedia as one of the E-Commerce also receives many complaints and get complaints from customers. According to data also compiled by YLKI, E-commerce which received the most customer complaints in 2019 was Bukalapak, JD.ID, Shopee, Tokopedia, and Lazada as can be seen in Table 3

Table 3 Most E-Commerce YLKI Data In Receiving Complaints

NO	2019	
	E-COMMERCE	**AMOUNT IN (%)**
1	Bukalapak	17,6
2	JD.ID	17,6
3	Shopee	14,7
4	Tokopedia	8,8
5	Lazada	2,9

Source: bisnis.tempo.co/ylki (2020)

Complaints become a pleasant or unpleasant thing for some people. Complaints are considered to be an unpleasant thing because the complaints expressed do not receive a response from interested parties. Unpleasant complaints will harm the company. Public or customers who feel less satisfied with the services provided by the company then it is possible that the customer tells about the reputation of a company. With the spread of the story will be accepted by word of mouth or word of mouth, and the company will have a bad reputation in the public. So that complaints from customers become important for a company.

Many businesses in the E-Commerce industry tend not to respond to complaints from consumers, slow response to complaints, unable to provide solutions to problems faced by customers, even ignore customer complaints. Whereas business people in the E-Commerce industry should realize that consumer complaints are very important to increase the credibility of their products and services.

Malhotra, Ndubisi, and Agarwal (2008), states that in expressing dissatisfaction with service failures, customers can complain directly and report any form of dissatisfaction to the company, to third parties (public complaint), as well as personal complaints to people known in the form of a negative word of mouth (WOM) (private complaint). When consumers complain either directly to the company or through a third party (public complaint), then the response received on the complaint will provide a different level of satisfaction for each consumer. This can be influenced by consumer perception of actions or handling complaints that business actors do (Ambrose, Hess, & Ganesan, 2007).

According to Balaji et al., (2015), in using goods and services, when customers feel dissatisfied, then customers can do public complaint. Public complaints are formed from several dimensions such as perceived unfairness, the stable cause of service failure (stability attribution), and personal identity (personal identity). Customers who feel injustice (perceived unfairness) for the failure of the service received, will punish the company by making a public complaint to produce a negative image on the company (GR. In addition, when the customer thinks that the service failure occurred due to a permanent or stable cause, and will occur again in the future (stability attribution), as well as the existence of customers who have a high desire to express their character (personal

identity), also tend to do public complaint to express their dissatisfaction with the failure of the service received.

Public complaint is a media that is used as a customer to express dissatisfaction with the use of products and services. If a customer makes a complaint, it means that they expect a response and response, and hope that the company can handle customer complaints well. According to Balaji et al., (2015), customers who do public complaints tend to have the intention to remain in a relationship with the company and consider that the relationship can be improved through improvements made by the company for service failures. The desire of customers to establish relationships with the company shows a high level of customer satisfaction, because with the establishment of good relations between customers and the company will be formed mutual trust with each other. In a company, customers play an important role as a Benchmark Company to be able to know what is desired by society or the market.

Consumers who submit complaints or complaints to the public does not mean that consumers do not like the company's products or services, but it could be because they like the product so much that they hope that with the complaint, the company's products and services can be more qualified, and can continue to use the company's products and services. If a complaint is submitted by a potential customer who has just submitted a complaint or complaint several times, then the meaning is that they begin to like the products, services and services that have been provided. (Afriansyah, 2019). So that customers who submit complaints directly and or ask for compensation to the company, actually if it happens the company "still benefited"" At the very least the company gets valuable feedback from the various complaints submitted and there is an opportunity to address the problem before it becomes widespread. When complaints are managed effectively and satisfactorily, the initially dissatisfied consumer becomes satisfied and

returns to buy the company's products. This is very different from consumers who immediately stop using the product and switch to competitors without making complaints, so the company does not know the cause of customer disappointment and how to deal with it.

The development of Information Technology has influenced consumer behavior in complaining. In addition to submitting complaints directly to the company through customer service, personally to people known (private complaint), consumers today also submit complaints through third parties (public complaint) by using social media. The development of internet technology also makes communication and information so quickly received, which allows customers to convey their complaints quickly, because it is supported by the ease provided to convey their dissatisfaction through social media channels and other channels, where bad news can reach many people in a matter of seconds. Customers who have strong emotional levels will also express their expressions of disappointment and pleasure through social media.

Social media is also a means of complaint when the customer has made a complaint directly submitted through customer service, but is not responded appropriately so he is looking for other media to complain (Fausto, 2017). So one of the reasons customers complain on social media is faster than contacting customer service and to be known by many people. In addition, according to Alassiri, Muda, Ghazali, and Ahamefula (2014), social media can be a means for users to express themselves. Based on the results of a survey conducted by sproutsocial.com (2018) in more than a thousand customers, 47% of customers use social media to complain to companies. Social media ranks second after complaints directly, which is equal to 55%. One of the main reasons customers leave negative comments on social media is because they have not been able to get the information and solutions they need from

the company. According to Gr, 2014, the increasing use of social media as a means of complaints is due to customers being able to make complaints that are much easier and more effective than other media, because complaints through social media can be done more quickly.

In the digital age, customers who are dissatisfied with a product or service will upload complaints and Share bad experiences on the social media platform digitally, so that the complaint becomes a digital track record that can be seen and known by hundreds or even thousands of people in a short time. At the same time, complaints stored and stacked digitally on social media will also be its own data about the company's performance in handling customer complaints, and many people trust the digital track record data more than official advertising or promotion (Afriansyah, 2019). With the spread and adoption of new web technologies through social media and mobile devices, complaints and dissatisfaction experiences can be communicated quickly and practically with social networking interstitials.

Complaints on social media have a bad impact on the company, because social media provides many possibilities for consumers and other stakeholders to voice their complaints about the organization in public, and this can damage the reputation of the organization. Based on the results of a survey conducted by sproutsocial.com (2018) when other customers read complaints from other customers, public complaints made 65% of consumers think twice and look for more information before buying, 32% like/share, 26% share their personal experience on the post, and 17% do not buy products from the company anymore. According Torlak et al., (2014), complaints made through social media is easier to spread widely and quickly than traditional word of mouth. But effective and fast handling of complaints on social media, also provides a considerable opportunity to win back customers who complain and win

other customers who interact on social media.

Public complaints made by customers if they get a response or response and recovery, then it will be able to provide satisfaction for customers in using the company's products or services further. It is also supported by Azam et al., (2013) which states that public complaints are made by customers who expect improvements to service failures. One of the motivations for doing public complaints is because the customer believes that the company will solve the customer's problem. If there has been a repair and recovery of service failures experienced by customers, then of course it will bring satisfaction to customers. Satisfied customers tend to use the company's products or services more often and have stronger repurchase intentions. Customer satisfaction will also decrease the customer's perceived need to replace the company's product and service provider with another.

Tokopedia uses several social media to promote and accommodate suggestions and criticism from its customers. Instagram Facebook and Twitter are the social media chosen by Tokopedia. The official Facebook and Twitter accounts owned by Tokopedia are a place for the public to voice suggestions and criticisms about the facilities provided by Tokopedia. The trend of complaints on social media is also happening in Indonesia.

Public complaints made by Tokopedia customers on social media were also reported on news websites. For example, the Tokopedia company received a complaint on its website page in the comments column. One of the comments was given by Mastang's account, "Tokopedia is not responsible for its customers, its csnya phone number has never been a response if it is on the phone". Another account, Febrina Gita, also complained with a comment, " I ordered a tension tool in tokopedia, why after the money has been transferred why there is even a cancellation of the delivery of goods.

What about the money I have transferred. I asked for a refund of my money". (siapsukses.net, 2020). In addition, twitter user @faiqwild sambal mentioned the account @TokopediaCare also wrote a comment " @tokopedia again error huh? I already order and pay using OVO koq ga visible progress order? " (tekno.kompas.com, 2020).

Customer satisfaction will also be affected by the handling of complaints made by the company against customers. Any customer complaints addressed to the company must be resolved immediately, considering the good name and continuity of the company needs to be maintained. Effective handling of complaints provides an opportunity to turn a dissatisfied customer into a satisfied or even a loyal customer.

Handling customer complaints should be resolved in a good and courteous manner. In addition, the handling of complaints must produce solutions that accommodate the wishes of customers without harming the company with a "win-win solution". If the company manages complaints correctly, quickly, and appropriately, it will have a positive impact on the continuity of the company. Customers also feel happy, satisfied, and enlightened about what they think about the products and services to be purchased, and it will certainly be able to make consumers into potential customers with strong purchasing power. If the company successfully handles complaints, then it will also be beneficial to build good relationships, satisfy consumers, and make them loyal customers.

Handling complaints is an opportunity for companies to demonstrate their commitment to customers, as a source of positive input for companies in improving themselves to provide the best quality of service to its customers. A company's ability to avoid product and service failures and be able to handle complaints tends to have a big bearing on overall customer satisfaction (Ndubisi,

2012). Customers tend to be loyal to companies that handle complaints well (Ndubisi, 2007). Conversely, if the complaint or objection is not handled properly, it will cause potential buyers are not interested and prevent them from buying the product, and let alone buy the product, the complaint is enough to prevent them from being interested or simply accepting ideas or concepts submitted by the company. (Afriansyah, 2019).

In dealing with complaints, companies take action called service recovery to fix problems and improve their relationship with consumers. Zemke and Bell in Lewis (2001) mention that service recovery is a result of thoughts, actions, plans, and processes to improve the service when there is a mistake or customer disappointment by making amends or disappointment, so that customers become satisfied with the organization. Service recovery is defined as the actions taken by service providers to resolve the problem of service failure that occurs and has become the main focus in customer retention strategy (Lovelock, 2001).

Davidow (2000) states that the handling of complaints through service recovery can improve customer satisfaction with the handling of complaints itself. This shows that effective handling of complaints by business actors can change the feeling of harm felt by consumers to be satisfied and loyal. Service recovery is recognized to have a dominant role in maintaining customer satisfaction and customer loyalty.

According to Tjiptono (2005), the company's commitment is very important in hearing and responding to the voice of consumers. A company cannot risk losing a number of customers simply because it ignores customer dissatisfaction. The company should compensate for customer disappointment through the service recovery program, not only by responding to complaints, but especially also providing handling of these complaints. According to Gregoire, Salle, and Tripp (2014), good service recovery from public complaints on

social media can also be an opportunity to generate positive publicity about the company on social media. Service recovery in handling complaints proposed by Tjiptono (2011) is based on four aspects, namely empathy (empathy), speed (speed), fairness (fairness), and ease (accessible).

Given the number of customer complaints, the magnitude of the impact of public complaints on social media, as well as many business actors who are members of the e-commerce industry, especially Tokopediayang have not handled customer complaints properly, then research on the influence of public complaints and complaint handling on social media on e-commerce transactions needs to be done. In this study, as proposed by Balaji et al., (2015), public complaint uses three dimensions of perceived unfairness, stability attribution, and personal identity. While the handling of complaints (complaint handling) using four dimensions according to Tjiptono (2011), namely empathy (empathy), speed (speed), fairness (fairness), and ease (accessible). Although the dimensions used have existed in previous studies, there has been no research using these dimensions done in commerce.

LITERATURE REVIEW
Public Complaining
Public complaints are complaints directed at companies or third parties (e.g. consumer or government agents) Malhotra et al. (2008). According to Swanson and Hsu (2011) and Wan (2013), public complaints aimed directly at companies, namely those who feel responsible for unsatisfactory experiences, are also called voice responses. According to Gr, Laufer, and Tripp (2009), public complaints are actions taken by customers to voice dissatisfaction publicly, not just against the company, to warn the public about service failure events.

Perceived Unfairness
Perceived unfairness can be broadly defined as a feeling of injustice caused by violations of rights or psychological contracts, whether

occurring in groups, for example discrimination against certain groups, or individuals, for example personal violations of both formal and informal agreements between individuals (Jackson, Kubzansky, and Wright, 2006). According to Nguyen et al., (2014), perceived unfairness is an assessment of the results and/or processes to achieve those results in relation to a company, whether judged to be unreasonable, unacceptable, or unfair. The perception of fairness and unfairness is obtained when a person compares his results with those of others, whether from other people, other groups, other organizations, or previous experiences. Perceived unfairness arises when a person feels that they are being treated unfairly or when they consider the distribution of results to be unequal.

Stability Attribution
Stability attribution is a customer evaluation of the stability of the cause of service failure, whether the cause of service failure is caused by a permanent and stable cause that occurs every time the product is purchased or used, or only temporary and unstable (Nikbin et al., 2012; Donoghue and Klerk, 2006; Vaerenbergh et al., 2014).

Personal Identity
According to Schwartz (2005), personal identity is the purpose, values, and beliefs in a person. The Personal identity shows the extent to which these sets of goals, values, and beliefs are internally consistent and work together. According to Luyckx, Klimstra, Duriez, Petegem, Beyers, Teppers, and Goossens (2013), personal identity provides an answer to the question " Who am I and what do I want to do in my life?". According to Chorro, Fern ①ndez, and Corbi (2017), personal identity describes a person as unique compared to others.

Customer Complaints
Complaint behavior is an attitude or action that arises from consumers because they feel disappointment about the products or

services they use so that they will try to satisfy their disappointment in various ways such as asking for compensation to the company for the disappointment they experienced and dropping the image of the company concerned by telling other consumers about the weaknesses and shortcomings of the company.

Complaint Handling

Complaint handling is defined as the ability of a company to prevent potential complaints, resolve complaints in real before they become problems and discuss solutions openly when problems arise (Ndubisi, 2007; Ningtyas and Rachmad, 2011).

Customer Satisfaction

Consumer satisfaction is the level of a consumer feeling happy or disappointed when using or consuming products or services of a company. If the performance of the product, service or experience does not meet the expectations of the customer then the customer will not feel satisfied and feel disappointed. Conversely, if the results are in line with expectations then the customer will feel satisfied and if it exceeds expectations, then the customer will feel very satisfied and happy (Kotler and Keller, 2016).

Social Media

Social media is defined as web-based and mobile-based internet applications that allow the creation, access and exchange of easily accessible user-generated content (Kaplan & Haenlein, 2010). Social media is a service in a network, platform, or site that aims to facilitate social interaction between individuals who share similar interests, activities, backgrounds, or real-world relationships. Social media is a platform designed to make computers a tool for socializing available to everyone who has equipment with the ability to connect with the internet (David B. Thomas & Mike Barlow, 2011).

E-Commerce

According to experts, electronic commerce or also called electronic commerce (E-Commerce) is the use of communication networks and computers to carry out business processes. A popular view of E-Commerce is the use of the internet and computers with web browsers to buy and sell products. (McLeod Pearson, 2008). E-Commerce refers to all types of electronic transactions, be it financial transactions, information exchange or other services carried out over a computer network (Chaffey, 2015). The term E-Commerce is usually also always associated with online buying and selling or transactions involving the sale and purchase of products or services through the internet.
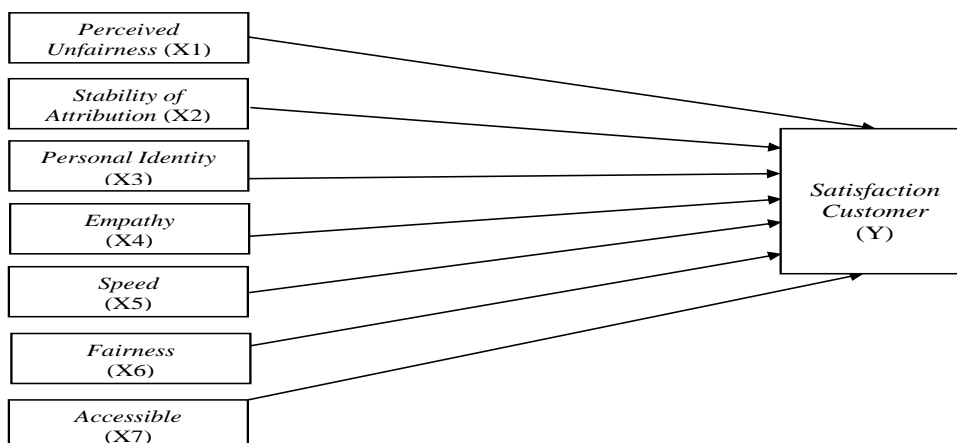

Figure 1. Conceptual Framework

Hypothesis

Based on the background of research and the relationship between variables, the research hypothesis :

1. Perceived unfairness has a positive influence on customer satisfaction.
2. Stability attribution has no positive influence on customer satisfaction.
3. Personal identity does not have a positive influence on customer satisfaction.
4. Empathy has a positive effect on customer satisfaction.
5. Speed (Speed) has a positive influence on customer satisfaction.
6. Fairness has a positive effect on customer satisfaction.
7. Ease (Accessible) has a positive influence on customer satisfaction.

MATERIAL AND METHODS

This study aims to analyze the relationship or influence between two or more variables. This type of research uses research that is causal (cause-effect) with a quantitative approach because the analysis is done on numerical data, and can be processed using statistical methods (Sugiyono, 2010). Quantitative Data in this study is the result of a questionnaire, which is a list of questions to respondents related to the variables perceived unfairness, stability attribution, personal identity, empathy, speed, fairness, and accessible to customer satisfaction on Tokopedia.

Population is a generalizing region composed of subjects or objects, which have similar characteristics or properties that the researcher concerns to study (Sugiyono, 2010). According to Sekaran & Bougie (2016), population refers to the entire group of people, events or interesting things that researchers want to investigate. Population is the whole element to be suspected characteristic. While the sample is part of the population to be tested characteristics. The population is not just a measure of the subject or element under study, but includes the characteristics, properties of the subject or element (Suliyanto, 2018). The population in this study is Tokopedia users throughout Indonesia who have made transactions at least 1 time and have made complaints.

In sampling, if the population is not known exactly the number (accidental sampling), then the technique or formula is used in accordance with The Theory of Malhotra (2006), which must be at least four or five times the number of question items. The total questions in this study were 25 questions. So the minimum sample size taken in this study was 125 respondents (25 question items x 5). Thus the number of samples to be used in this study is as many as 140 Tokopedia users in Indonesia.

Sampling techniques, types of sampling can be divided into probability sampling and non-probability sampling. Probability Sampling is a sampling technique where each member of the population has the same chance (probability) to be sampled (Suliyanto, 2018). In probability sampling, each element has a known probability of being included in the sample. But on non-probability sampling, it does not allow researchers to determine this probability. Non-probability sampling is a sampling approach where the chance or probability of each unit to be selected is not known or confirmed (Rahi, 2017). Sampling technique used in this study is non-probability sampling with accidental sampling method. Accidental sampling is a sampling procedure that selects the most accessible sample of people or units. The determination of the sample is based on coincidence, the members of the population encountered by the researcher, and the population who are willing to be respondents are sampled (Suliyanto, 2018). This is in accordance with Gulo (2002) that sampling with non-probability sampling is generally used for a study whose population is unknown, so it can not be drawn a generally accepted conclusion to the population.

The data collection method used in this study is a survey method using

questionnaires. According to Kothari (2004), the survey is a method used to obtain information about a phenomenon studied from a number of respondents. In the survey, researchers studied the phenomena that exist in the population without giving action to the respondent. Survey method refers to the method of securing information about the phenomenon being studied from all or a number of selected respondents concerned. In this method, questionnaires are given to respondents, then respondents are asked to read and answer questions in a certain order in the questionnaire. The questionnaire is a way of collecting data by providing written questions that will be answered by respondents, so that researchers obtain field or empirical data to solve research problems and test hypotheses that have been established (Supardi, 2005). The questionnaire used in this study is a structured questionnaire, which is a questionnaire with pre-determined questions. The questions in the questionnaire had the same wording and order of questions for all respondents. The form of questions can be either closed questions (which produce a yes or no answer) or open (which provides an opportunity for respondents to give a free response) (Kothari, 2004).

Facebook instalment data collected through online questionnaire, where questionnaires were distributed online with Google Form distributed via e-mail, WhatsApp Messenger, Facebook, and Instagram to respondents. According to Sekaran & Bougie (2016), online questionnaire is often used to gain a deeper understanding of consumer opinions and preferences. The advantage of this method is that it can reach a wider geographical area because the surveys are distributed online. In addition, this method saves costs, time and energy, because respondents can complete the survey anywhere and anytime.

According to Kumar (2011), data sources can be divided into two, namely primary data and secondary data. According to Kothari (2004), primary data is data collected from the beginning and for the first time, where data can be collected either through surveys or through experiments so that it has the character of originality. Surveys can be conducted by observation, interview, and questionnaire. While secondary data is data that has been collected and analyzed by someone and that has passed through the statistical process. Examples of secondary data are publications from certain governments or organizations, Books, magazines, newspapers, reports, historical documents, or information owned by certain organizations that are not published. The selection of primary and secondary data collection is based on the context of time, cost, availability of data, the expected level of precision, and other sources owned by the researcher. The source of data used in this study is primary data, because the data is taken directly by the researcher from the original source or without intermediaries (Sulaiman, 2002). Primary Data in this study was obtained through the results of questionnaires from respondents. The questionnaire is distributed online to E-Commerce users in Indonesia.

RESULTS
Hypothesis Test Results
Test F

F test aims to determine the influence of independent variables together on the dependent variable (Sulaiman, 2002). With the F test, it can be known whether the variable customer satisfaction (KP) can be influenced by six independent variables in this study, namely Perceived Unfairness (PU), Stability Attribution (SA), Personal Identity (PI), Empathy (EM), Speed (SP), and Accessible (AC). The results of the F test in this study can be seen in Table 4 below.

Table 4 Test Results F
ANOVA[a]

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	309.557	6	51.593	27.903	000[b]
	Residual	245.915	133	1.849		
	Total	555.471	139			
a. Dependent Variable: KP						
b. Predictors: (Constant), AC, EM, SA, PU, PI, SP						

Source: results of SPSS (2020)

Based on Table 4 above, using the significance level of 5% (0.05), it can be seen in the GIS column., when showing the value of GIS, smaller than 0.05 (<0.05) the independent variable has a significant effect on the dependent variable. H0 is rejected. And vice versa when it shows the value of GIS. greater than 0.05 (>0.05) the independent variable has no significant effect on the dependent variable. Then H0 is accepted. Based on the results of the test F in the table above, the value of GIS. the result is 0.000. This value is smaller than 0.05 (0.000 <0.05), then the variables Perceived Unfairness (PU), Stability Attribution (SA), Personal Identity (PI), Empathy (EM), Speed (SP), and Accessible (AC) together will affect customer satisfaction. H0 was rejected. So based on these results, then any changes that occur in the variables Perceived Unfairness (PU), Stability Attribution (SA), Personal Identity (PI), Empathy (EM), Speed (SP), and Accessible (AC) together will affect customer satisfaction in conducting transactions in Tokopedia.

Coefficient Of Determination

The determination coefficient test aims to determine how much the change in the independent variable can explain the change in the dependent variable. If the value of R2 = 1 or close to 1, the variation of the independent variable used is able to explain 100% of the dependent variable (Sulaiman, 2002).

Table 5 Determination Coefficient Test Results
Model Summary[b]

	Model	R	RSquare	Adjusted RSquare	Std. Error of the Estimate
1		.747[a]	.557	.537	1.35977
	a. Predictors: (Constant), AC, EM, SA, PU, PI, SP				
	b. Dependent Variable: KP				

Source: results of SPSS (2020)

Table 6 T Test Results
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
1 (Constant)	3.824	.916		4.176	.000
PU	.051	.079	.042	.644	.521
SA	.057	.063	.058	.915	.362
PI	.173	.081	.162	2.131	.035
EM	.081	.070	.082	1.154	.251
SP	.327	.104	.254	3.145	.002
AC	.652	.101	.518	6.487	.000
a. Dependent Variable: KP					

Source: results of SPSS (2020)

Based on Table 5 above, the coefficient of determination produced is 0.537 or equal to 53.7%. This shows that 53.7% of Customer Satisfaction (KP) that occurs can be explained by the six variables, namely Perceived Unfairness (PU), Stability Attribution (SA), Personal Identity (PI), Empathy (EM), Speed (SP), and Accessible (AC). While the remaining 46.3% (100% - 53.7%) can be explained by other causal factors outside the model.

Test T

T test aims to determine the change of independent variables individually to the dependent variable (Sulaiman, 2002). The results of the T test in this study can be seen in Table 6 below.

Using the following hypothesis:

H01: Perceived Unfairness has no effect on customer satisfaction in conducting transactions on Tokopedia.

H02: Stability Attribution has no effect on customer satisfaction in conducting transactions on Tokopedia.

H03: Personal Identity has no influence on customer satisfaction in conducting transactions on Tokopedia.

H04: Empathy has no influence on customer satisfaction in conducting transactions on Tokopedia.

H05: Speed has no influence on customer satisfaction in conducting transactions on Tokopedia.

H06: Accessible has no influence on customer satisfaction in conducting transactions on Tokopedia.

From the T test results, the results can be analyzed as follows:

1. In the table of T test results above, it can be seen that the variable Perceived Unfairness (PU) produces a value of t count of 0.644 and the value of sig. of 0.521. By using the value of T table (1.97) and the significance level of 5% (0.05), the value of t count is smaller than T table (0.644< 1.97) and sig. greater than that of 0.05 (0.521> 0.005). If the value of t count is less than 1.97 and the value of sig. produce a value greater than 0.05 then the independent variable has no significant effect on the dependent variable. From these results, it can be said that Perceived Unfairness has no influence on customer satisfaction in conducting transactions in Tokopedia. H01 is accepted.

2. In the T test result table above, it can be seen that the Stability Attribution (SA) variable produces t count value of 0.915 and sig value. 0.362. By using the value

of T table (1.97) and the significance level of 5% (0.05), the value of t count is smaller than T table (0.915< 1.97) and sig. greater than that of 0.05 (0.362> 0.005). If the value of t count is less than 1.97 and the value of sig. produce a value greater than 0.05 then the independent variable has no significant effect on the dependent variable. From these results it can be said that Stability Attribution has no influence on customer satisfaction in conducting transactions in Tokopedia. Until H02 Received.

3. In the T test result table above, it can be seen that the personal Identity (PI) variable produces t count value of 2.131 and sig value. of 0.035. By using the value of T table (1.97) and the significance level of 5% (0.05), the value of t count is greater than T table (2.131> 1.97) and sig. smaller compared to 0.05 (0.035< 0.005). If the value of t count is greater than 1.97 and the value of sig. produce a value smaller than 0.05 then the independent variable has a significant effect on the dependent variable. From these results it can be said that Personal identity has an influence on customer satisfaction in conducting transactions in Tokopedia. H03 was rejected.

4. In the table of T test results above, it can be seen that the variable Empathy (EM) produces a value of t count of 1.154 and the value of sig. 0.251. By using the value of T table (1.97) and the significance level of 5% (0.05), the value of t count is smaller than T table (1.154< 1.97) and sig. greater than that of 0.05 (0.251> 0.005). If the value of t count is less than 1.97 and the value of sig. produce a value greater than 0.05 then the independent variable has no significant effect on the dependent variable. From these results it can be said that Empathy has no influence on customer satisfaction in conducting transactions in Tokopedia. So that H04 is accepted.

5. In the T test results table above, it can be seen that the variable Speed (SP) produces a value of t count of 3.145 and the value of sig. 0.002. By using the value of T table (1.97) and the significance level of 5% (0.05), the value of t count is greater than T table (3.145> 1.97) and sig. smaller compared to 0.05 (0.002< 0.005). If the value of t count is greater than 1.97 and the value of sig. produce a value smaller than 0.05 then the independent variable has a significant effect on the dependent variable. From these results it can be said that speed has an influence on customer satisfaction in conducting transactions in Tokopedia. H05 was rejected.

6. In the table of T test results above, it can be seen that the variable Accessible (AC) produces a value of t count of 6.487 and the value of sig. by 0,000. By using the value of T table (1.97) and the significance level of 5% (0.05), the value of t count is greater than T table (6.487 > 1.97) and sig. smaller compared to 0.05 (0.000 < 0.005). If the value of t count is greater than 1.97 and the value of sig. produce a value smaller than 0.05 then the independent variable has a significant effect on the dependent variable. From these results, it can be said that access has an influence on customer satisfaction in conducting transactions in Tokopedia. H06 was rejected.

Test Results Of Multiple Linear Regression Analysis

The test results of multiple linear regression analysis in this study can be shown through Table 7 below:

Table 7 Results Of Multiple Linear Regression Test

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
1 (Constant)	3.824	.916		4.176	.000
PU	.051	.079	.042	.644	.521
SA	.057	.063	.058	.915	.362
PI	.173	.081	.162	2.131	.035
EM	.081	.070	.082	1.154	.251
SP	.327	.104	.254	3.145	.002
AC	.652	.101	.518	6.487	.000
a. Dependent Variable: KP					

Source: results of SPSS (2020)

Based on the table above, the multiple linear regression equation that can be formed is:

KP = 3.824 + 0.051 (PU) + 0.057 (SA) + 0.173 (PI) + 0.081 (EM) + 0.327 (SP) + 0.652 (AC) +

From the regression equation above, it can be explained that:

1. α = = constants = 3,824. This shows that if the variables PU, SA, PI, EM, SP, and AC are constant, the variable KP will be positive at 0.382.
2. $\beta1$= regression coefficient for PU = 0.051. This shows that if the variable PU increases by 1, it will result in an increase of KP by 0.051, assuming the other variables are constant.
3. $\beta1$= regression coefficient for SA = 0,057. This shows that if the SA variable increases by 1, it will result in an increase in KP by 0.057, assuming the other variables are constant.
4. $\beta1$= regression coefficient for PI = -0,173. This shows that if the variable PI increases by 1, it will result in an increase of KP by -0.173, assuming the other variables are constant.
5. $\beta1$= regression coefficient for EM = 0.081. This shows that if the EM variable increases by 1, it will result in an increase of KP by 0.081, assuming the other variables are constant.
6. $\beta1$= regression coefficient for SP = 0,327. This shows that if the SP variable increases by 1, it will result in an increase of KP by 0.327, assuming other variables are constant.

7. β1= regression coefficient for AC = 0.652. This shows that if the AC variable increases by 1, it will result in an increase of KP by 0.652, assuming the other variables are constant.

8. ε = other factors not studied in this study.

DISCUSSION

Perceived Unfairness in Public Complaints On Social Media Does Not Have A Positive Influence On Customer Satisfaction

Based on the results of hypothesis testing (H1), perceived unfairness in public complaints on social media did not have a positive effect on customer satisfaction in conducting transactions in Tokopedia, so H1 was rejected. This means that respondents ' feelings about the extent to which they are treated unfairly and inappropriately, influence their decision to conduct public complaints on social media. The results of the hypothesis test that perceived unfairness does not affect public complaints in social media are supported by the opinion of Patwary and Omar (2016) who stated that not all customers complain about service failures they experience, there are also customers who do not complain (no action) even though they are disappointed with the company's services, but they do not do anything. This means that they do not convey their complaints to anyone. Because only 4% of disappointed customers complain, the remaining 96% remain dissatisfied and convey to about eleven people about his dissatisfaction (Kotler, 2000). Other research shows that about 2/3 of consumers never report dissatisfaction. When they experience disappointment, they immediately switch suppliers, doing negative word-of-mouth or both (Stephen & Gwinner, 1998). While the results of the hypothesis test stating that perceived unfairness in public complaints in social media does not have a positive effect on satisfaction, it is not in accordance with the research of Ortiz et al., (2017) which states that in service failures, when customers feel

unfairness is treated unfairly by the company (perceived unfairness), customers will try to eliminate the injustice they feel. They will take action to get justice. And according to Neira et al., (2009), customers will complain to the company because they expect improvement from the company to overcome the injustice they feel. The improvement that respondents receive will affect the satisfaction they feel.

Based on the profile of respondents in this study, most of the respondents in this study are respondents who use E-Commerce for reasons of convenience, practical, and time saving so that they tend to understand the failure of the service they experience and do not complain on social media. Although customers feel treated unfairly for the failure of the service they experienced, but customers do not want to complain because of other factors that affect the behavior of public complaints, such as complaint handling, the customer's perception of the company's desire to provide improvements for service failures that are also studied in this study and other factors such as perceived value. Perceived value is the subjective assessment of the customer regarding the difference from the benefits obtained from making a complaint, namely the improvement of service failures, such as giving refunds or discounts, and the cost that occurs which includes the time and effort spent by the customer when making a complaint, the psychological burden when involved in a dispute, or shame on the process of occurrence of the complaint. Respondents do not want to complain because of the large costs incurred, such as time, energy, and psychological burden of customers when there are people who do not like their complaints on social media and concerns to be sued by the company.

In addition, in this study, facts in the field also show that respondents have a low perception of likelihood of firm response so they do not want to complain even though respondents feel treated unfairly. On the other hand, the results of the research hypothesis test that shows that perceived

unfairness has no effect on satisfaction are in accordance with the statement of Malhotra et al., (2008) which states that customers who experience service failures are usually not known directly by the company so that the company does not take action to correct the service failure. Customers tend to let it go, especially if the failure of the service is not too detrimental to him. Therefore, perceived unfairness will not affect the customer's desire to do public complaints and has no effect on satisfaction, because the customer does not necessarily get compensation from the company.

Stability Attribution in Public Complaints On Social Media Does Not Have A Positive Influence On Customer Satisfaction

Based on the results of hypothesis testing (H2), stability attribution in public complaints on social media does not have a positive effect on customer satisfaction in conducting transactions in Tokopedia, so H2 is accepted. This shows the customer's confidence that the incident is just a coincidence, does not always happen, may not happen often, and may not happen again on Tokopedia, so it will affect the customer's behavior to complain on social media. The hypothesis test results of this study are not in accordance with the opinion of Balaji et al., (2015) which states that stability attribution in public complaints on social media will have a positive influence on customer satisfaction. This can happen because the customer feels that the service failure experienced by the customer is just a coincidence at that time, it is not necessarily always happening, and will not repeat again in the future, so the customer feels no need to complain because it will not affect his satisfaction in transacting in Tokopedia and continue to conduct transactions in Tokopedia because there are still other factors that are considered for customers to be interested and continue to use the services of a company. This is also supported by the results of descriptive statistical tests that show that the SA3 item

(I believe that there may be another type of Service failure in Tokopedia in the future) has the highest mean of 3.34. This means that respondents feel that the failure of the service does not happen often, it is just a coincidence. Other types of service failures are also not necessarily going to happen in the future.

The results of this research hypothesis test which states that stability attribution in public complaints on social media does not have a positive effect on customer satisfaction is in accordance with the statement Butelli (2007) which suggests that customers who consider service failures that occur in a stable or permanent will assess the company negatively and do not expect improvement from the company, and prefer to be silent, and no longer use the company's services rather than complain on social media. This is also in accordance with the statements of Vaerenbergh et al., (2014) which states that customers who believe that a service failure is stable will rethink to say the company will do the same service failure again in the future.

Personal Identity in Public Complaints On Social Media Has A Positive Influence On Customer Satisfaction

Based on the results of hypothesis testing (H3), personal identity in public complaints on social media has a positive effect on customer satisfaction in conducting transactions in Tokopedia, so H3 was rejected. This shows that the customer's desire to post a bad experience on social media is important to him personally, because the customer feels that he has to do it so that others know it, not just the person he knows (word of mouth). But also to followers (followers) of the company's social media who are considered interested and will use the company's services. Customers also feel the need to share service failures received from the company, because customers feel happy to be able to help others by sharing bad experiences they have had, so that others do not experience the same service failures, and to be more

careful. Where all these things will affect customer behavior in complaining on social media.

Empathy In Complaint Handling on social media Does Not Have A Positive Influence On Customer Satisfaction

Based on the results of hypothesis testing (H4), empathy in complaint handling on social media did not have a positive effect on customer satisfaction in conducting transactions in Tokopedia, so H4 was rejected. This indicates that the customer's perception of whether the company will handle complaints in a good manner and attitude and empathize in listening and understanding the customer's wishes or not, will influence him to make complaints on social media.

The tendency of customers to complain to the company depends on how likely the complaint is to be heard, understood, and responded to by the company. If the customer believes that the company will have empathy, care in the face of disappointed customers, angry as a result of service failures experienced by customers, the company also understands the situation and customer objections to the failure of the service it receives, and will handle customer complaints with a cool head, then the customer will be more likely to complain to the company. Conversely, if the customer believes that the company does not care about their complaints, even the company does not listen to what the customer needs and wants, then the customer will think that the complaint is useless and therefore the customer decides to shut up and no longer use the company's services.

The results of the research hypothesis test that states that there is no influence of empathy on customer satisfaction in conducting transactions in Tokopedia shows that customers do not feel the need to complain, because they feel that their complaints will not be listened to, understood and understood by the company. Customers feel that the company will not

have a sense of empathy and do not have time to listen to customer complaints and try to understand the situation experienced by the customer. Customers also feel that the company is not easy to get close and the company does not have the effort to get to know customers and know their needs and establish good communication with customers.

This is also supported by the results of descriptive statistical tests that show that the EM1 item (I feel listened to by Tokopedia when submitting my complaint related to the service failure I experienced) has the lowest mean of 2.22. This means that customers feel that Tokopedia is less listening and less understanding of complaints submitted by customers related to service failures. But for customers it is not a big problem, because customers expect more solutions, improved services in the future, and compensation so that it does not affect customer satisfaction in transacting in Tokopedia.

Speed In Complaint Handling On Social Media Has A Positive Influence On Customer Satisfaction

Based on the results of hypothesis testing (H5), speed in complaint handling on social media has a positive effect on customer satisfaction in conducting transactions in Tokopedia, so H5 is accepted. This shows that customer satisfaction in transacting at Tokopedia is influenced by handling complaints with a fast process, and immediately gets improvements when customers experience service failures, without having to let customers wait long.

The speed of Tokopedia in providing response time in handling complaints is one of the assessment and trust of customers to conduct transactions in Tokopedia. Customers feel that complaints submitted to Tokopedia have received a response and are processed quickly and immediately, and can even be responded to within 24 hours. This is supported by descriptive statistics that show the SP2 item (Tokopedia will

definitely handle my complaint quickly and as soon as possible), which has the highest mean value of 3.85. This means that if the customer makes a complaint, the customer feels the company will handle their complaint in a timely and timely manner, and the customer believes that the company has made a policy by providing a means to respond to the customer's complaint within 24 hours or sooner.

Handling the complaint process quickly and as soon as possible is very important, and will certainly affect customer satisfaction in conducting transactions at Tokopedia. The results of this research hypothesis test, which states that speed in complaint handling in social media has a positive effect on customer satisfaction is in accordance with the opinion of Tjiptono (2008) which states that if the company can provide complaint handling as expected by customers, then it will bring satisfaction to customers. If the customer is satisfied, then it is likely that he will become a customer of the company again. Meanwhile, if customer complaints are not immediately responded to, then dissatisfaction with the company will become permanent and can not be changed again. If the customer is satisfied, it will also affect his behavior to complain on social media. Although repair and full recovery of service failure takes a long time, but rapid response to complaints remains a very important thing for the customer and affect his satisfaction in using the company's products or services.

Accessible In Complaint Handling In Social Media Has A Positive Influence On Customer Satisfaction

Based on the results of hypothesis testing (H6), accessible in complaint handling on social media has a positive and significant effect on customer satisfaction in conducting transactions in Tokopedia, so H6 is accepted. The reason for choosing service channels such as customer service and effective means of communication such as self-service Services, hot line service, customer care,and websites as a means for complaints is to provide convenience for customers in contacting Tokopedia to submit complaints in the hope that customers will get a response to service failures experienced.

Customers need an easy and relatively inexpensive method of communication where customers can convey their complaints. The results of this research hypothesis test in accordance with the opinion of Lovelock and Wirtz (2011) which states that through the various accesses used by customers, the more complaints handling interaction will be easier to implement. With the choice of services provided to accommodate customer complaints, it will affect the perception of customers to believe that the company will handle customer complaints well, so it can be a reason for customers to get satisfaction and keep making transactions in Tokopedia. Customers feel that Tokopedia already has an effective service provider and complaint resolution mechanism, which is able to analyze, respond, and handle customer complaints appropriately, namely with the Tokopedia Care service as a form of one integral part of the company in serving and focusing on customers. Tokopedia Care in Tokopedia is felt by customers to be very useful and very helpful for customers in transacting in Tokopedia, because it serves as a vanguard to ensure that Tokopedia Services obtained by the public are the best and reliable quality of Service.

Tokopedia Care's main focus is to provide the best service for all customers, who have given their trust to Tokopedia. This service for Tokopedia customers also utilizes artificial intelligence (AI) technology through a chatbot that helps answer all customer questions more quickly and precisely. In addition to AI technology, Tokopedia Care also provides various service channels including e-mail, social media, live chat, and resolution centers so that the obstacles faced by customers can be handled quickly, precisely and transparently.

Tokopedia Care is also developed to provide security to customers. And Tokopedia Care will continue to develop itself in order to improve the quality of Service and better customer experience. This is also in accordance with several previous studies that found that the factor of ease (accessible) to contact the company significantly positive effect on customer satisfaction include Refiana (2013), Putri and Millanyani (2012). Where the ease of customers in contacting the company to submit complaints, suggestions, and criticism is the most influential dimension and is very important in handling complaints compared to other dimensions.

Managerial Implications

This research not only contributes to the theoretical implications, but also to the managerial implications that can be useful for the development of Tokopedia E-Commerce as well as other online stores. What has been found from empirical investigations can provide some practical advice for e-Commerce businesses in Indonesia. Important implications for E-Commerce businesses such as Tokopedia and other online stores that can be considered to provide satisfaction to customers, get consumers who regularly transact in Tokopedia and become loyal customers, and how Tokopedia in receiving all kinds of complaints and complaints from customers related to service failures experienced by customers and how Tokopedia in handling complaints properly. This is evident from the findings of this study, including:

1. Accessible in this study which has the highest positive influence compared to other variables on customer satisfaction in conducting transactions in Tokopedia, related to channels and means of customer service services such as Tokopedia Care provided by the company that provide convenience for customers to submit complaints, comments, questions, and criticism when customers get service failures through call center, live chat, or e-mail, so that customer complaints can be immediately responded and handled by the company. If within three days since the complaint was made and Tokopedia has not responded or has not found the best solution, customers can use another button menu, namely the "Ask For Help"menu. That way, customer complaints have entered the Tokopedia Resolution Center. Furthermore, the Resolution Center Admin will help find the best solution for both parties.

2. Speed related to the speed and readiness of the company in responding and handling complaints is very positive effect on customer satisfaction in using the company's services subsequently. The company must have the speed to respond within 24 hours, or even faster. The company must also have clarity in handling complaints from customers. Where in providing an explanation related to the problem of service failure experienced by customers, the company provides a solution with a short time, not long-winded and does not disappoint customers. Although the repair or full resolution takes a long time, but fast response is still the most important thing.

3. Personal Identity in public complaints on social media that has a positive influence on customer satisfaction is related to positive attitudes, confidence, behavior and goals of customers in complaining. Customers who have a high personal identity, tend to express themselves, that is, what they feel such as disappointment and satisfaction in using a company's product or service. So the company in this case needs to respond and understand what is the cause of the customer to complain or not. If there is a service failure in customers who have a high personal identity, the company must be able to anticipate and provide complaints and solutions as expected by customers.

4. Empathy related to sensitivity, attention, and a sense of care given by the company related to what customers need in handling complaints does not positively affect customer satisfaction because customers feel that when they submit a complaint or complaint, the company shows less empathy and care about what customers experience. In order for the company to get customer satisfaction so as to make customers will continue to use the company's products or services, the company must be able to provide complaint handling in ways that are good and polite and pleasing to customers but still do not harm the company. For example, the company can lower the level of anger or emotion from the customer, and not directly blame the customer. Otherwise, the situation will increase, because if the customer is still emotional, any explanation and solution provided by the company will not be acceptable to the customer. In dealing with customer complaints, an apology can also be made publicly, followed by sending a private message to discuss the failure of the service further. The apology was made publicly to show other customers that the company cares about disappointment and understands the situation of its customers.

5. Stability Attribution that does not positively affect customer satisfaction can also be prevented by the company, which is where the company needs to anticipate the occurrence of service failures that are stable and often occur, so that it will not be repeated in the future for the same service failure. The company should make improvements internally, for example by conducting routine evaluations with sellers on the Tokopedia platform application, conducting routine evaluations with Tokopedia partners, with employees in all divisions, and with the customer service section that interacts directly with customers, so as to inform frequent things that have the potential to cause complaints from customers, and what problems customers often experience, so that, and make sure it doesn't happen again.

6. Perceived Unfairness in this study does not have a positive influence compared to other variables on customer satisfaction in transactions in Tokopedia. Perceived Unfairness relates to the injustice that customers feel when they receive service failures in conducting transactions online at Tokopedia. Perceived Unfairness is the perception that customers give to the company for the failure of the service they experience whether customers feel treated unfairly, feel disadvantaged or not. Tokopedia consumers feel Tokopedia E-Commerce is very useful and makes it easier for them to transact online, so that despite service failures, customers do not feel aggrieved and do not feel treated unfairly, because they think it is just an ordinary event. Customers feel that the benefits and benefits that customers get when transacting in Tokopedia are much greater than the losses when experiencing service failure, and do not consider service failure to be an injustice, so customers do not feel the need to complain on social media. However, companies need to pay more attention if public complaints occur on social media further to avoid losing customers if customers have felt a great disappointment and a sense of disappointment it can not be changed anymore, so switch to another company.

CONCLUSIONS AND RECOMMENDATIONS
CONCLUSIONS

Based on the research that has been done, this study has produced several conclusions from the results of data processing in the previous chapter, namely there are 3 (three) hypotheses accepted and 3 (three) hypotheses rejected. Independent

variables categorized as determinants of customer satisfaction value are Perceived Unfairness, Stability Attribution, Personal Identity, Empathy, Speed, and Accessible. Variables that have a positive influence on customer satisfaction are Personal Identity, Speed, and Accessible. Conversely, Perceived Unfairness, Stability Attribution, and Empathy variables have no positive influence on customer satisfaction.

The data shows that the most influential variable on customer satisfaction is the Accessible variable. Followed by speed variables, and personal Identity variables. Based on these three influencing factors, the motivation of customers who make public complaints in social media is to want their complaints to be read and known by others and companies to get responses and improvements or complaint handling for service failures experienced. By conducting public complaints on social media, customers expect improvement or complaint handling with various solutions offered, as well as methods and conveniences provided by the company through facilities and optimal service facilities provided for customers.

RECOMMENDATIONS

Due to limitations in the scope of research, such as the time of research, then for further research can be done with a larger number of samples. Further research can also be done on the likelihood of firm response and desire for retaliation variables in social media, because respondents who have a desire for retaliation, will also consider the likelihood of firm response in conducting public complaints.

Perceived unfairness can also be re-examined as a moderation variable for each variable that wants to see its effect on public complaining because the number of respondents who never complain in social media companies and also social media personal, because only 4% of customers are disappointed to complain, the remaining 96% remain dissatisfied and convey to about eleven people about the dissatisfaction (Kotler, 2000). Other research shows that about 2/3 of consumers never report dissatisfaction. When they experience disappointment, they immediately switch suppliers, doing negative word-of-mouth or both (Stephen & Gwinner, 1998).

In addition, in the next study can also be examined about other variables that can affect public complaints on social media such as attitude toward complaint and perceived value of complaint, and other variables that can affect complaint handling to customer satisfaction such as Effort, Simplicity and confidently. Studies conducted by Singh (1990) also indicate that customer response to dissatisfaction is also influenced by individual characteristics, such as demographics, attitude to complaints and personal values. This is also supported by the statement of Rahman et al., (2016), namely customer satisfaction is influenced by the company's handling and response to complaints. Dan Tjiptono (2011), which states that the need for methods used to overcome consumer complaints to provide optimal satisfaction to customers. Based on previous research, these variables can affect customer satisfaction, but the study was not conducted in social media and in the E-Commerce industry.

Further research can also be done on other industries that are high involvement, for example in hospitals, hotels, airlines, travel and tourism. And done on respondents who are doing public complaints on social media and get the handling of complaints for service failures experienced by respondents. Comparative studies can also be conducted to re-examine Perceived Unfairness, Stability Attribution, Personal Identity, Empathy, Speed, Fairness, and Accessible in other stores besides Tokopedia, such as Shopee which is also widely used by research respondents to conduct online transactions. The results of the study can be useful to see the consistency of previous research.

In general, more research should be done to get more insight and information that will be useful for the E-Commerce industry in Indonesia, especially to formulate a market strategy for E-Commerce companies.

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