

Why do Customers Decide to Complain on Social Media? And How to Produce Customer Forgiveness

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ABSTRACT

The rise of social media has altered consumer complaint behaviour, whereas digitalization has increased the demand for internet access. When customers are dissatisfied with their internet service providers, they frequently complain on social media, influencing unfavourable perceptions, purchasing choices, and customer trust. This study investigates the elements that influence consumers' complaints on social media, as well as the impact of complaining on negative emotion venting and delivering targeted service rehabilitation to ensure customer forgiveness. This study used both a qualitative means-end approach and a quantitative online survey, with Generation Z and Y serving as unit analysis. Consumer complaints on social media are also influenced by rapid response, accessibility, and compassion, according to the 12 respondents interviewed. The online survey received 554 responses, which were analysed using the PLS-SEM technique. The results suggest that intrapersonal empowerment, interactional empowerment, brand perception moderate interactional empowerment, rapid reaction, accessibility, and altruism have a substantial effect on social media complaint behaviour. Social media complaints have a significant impact on how people express their negative emotions, and apology and problem solving have a significant influence on customer forgiveness.

Keywords: Customer complaint behaviour, Service recovery, Internet service provider, Mixed methods.

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1. INTRODUCTION

The use of social media has now become a habit for many people. The expanding use of social media is evidenced by the number of individuals actively utilizing social media continuing to increase. 42% of people use social media to be up-to-date on news and current events, whereas 30% are eager to voice their ideas on social media (Střítěský & Stránská 2016). Customers use social media to share their thoughts about a company's products and services, as well as to track demand fluctuations (Střítěský & Stránská 2016). The availability of social media can also have an influence on modifying consumer behaviour, particularly in terms of expressing complaints to firms as social media allows its users to express their dissatisfaction (Huang & Shiau 2015). Formerly, customers could file complaints by email or call centres; with the advent of social media, complaints may now

be made at any time and on any social media platforms. However, few companies have recognized that social media may be a venue for customers to complain. Therefore, while organizations have profiles on social media, there are no administrators to connect with customers through social media. In the end, consumer complaints on social media are not handled and may even grow widespread since the debate on social media is watched by the public, affecting the company's image.

People have grown increasingly reliant on the internet as the digital world develops, making it necessary. The Covid-19 epidemic, which has forced everyone to work from home, has also contributed to the rise in internet demand. With the rising need for the internet during the pandemic, internet service providers have begun to deliver higher-quality service. If a service failure occurs, consumers will not hesitate to complain on social media, and the internet service provider will see a significant impact. Several complaints have been made on network stability, disconnections, and inconsistent network coverage (Pahlevi 2022). Most customer complaints filed against internet service providers are made on social media. In Indonesia, consumers use Twitter to voice their problems. Unfavourable word-of-mouth on social media has been seen to have an influence on the early acceptance of goods, purchase intentions, brand awareness, and brand image testing via business-customer connections (Hennig-Thurau, Wiertz, & Feldhaus 2015), among other things. Of course, consumer complaints on social media may harm internet service providers (Jansen et al. 2009).

Furthermore, according to Balaji (2014), another impact of customer complaint behaviour on social media is a the negative impression on social media of said company because it was once believed that each unhappy customer should spread the word about their negative experience to 10 other people. An adverse perception of that industry will result for 2.5 million people each year as a result of unfavourable interactions. Negative reviews on social media have the potential to cost the internet service provider a client.

90% of consumers claimed that product reviews affected their purchasing decisions. Despite internet service providers suffering as a result of changes in consumer behaviour brought on by complaints made on social media, companies are often unable to adequately respond to these changes. Social media users' complaints against internet service providers have the potential to become viral, reach millions of people in a short period of time, and damage the reputation of providers (Grainer et al. 2014).

CNN Indonesia (2020) found that some consumers changed to cellular providers or even switched to other internet service providers despite the expenditure because it is hoped that, by switching to another provider with fewer complaints, they will obtain faster internet access. Therefore, it is critical for internet service providers to consider factors that influence the customer when complaining.

It is important to consider how internet service providers handle service recovery as part of their reaction to customer complaints on social media. If customers do not receive a prompt answer, the matter will be made public, and the internet service provider will have serious problems. Customers' displeasure with the company's service recovery efforts also contributes to their subpar reaction (Grégoire, Salle, & Tripp 2015). When consumers experience poor service, most say that they will not buy anything from that brand again (Balaji 2014). Unfortunately, businesses still struggle with how to respond effectively to customer concerns made on social media (Schaefer & Schamari 2016). Every business

that receives consumer complaints from social media channels must address service recovery carefully and immediately.

This paper explores the factors that significantly greatly influence the complaint behaviour of internet service provider customers on social media. Research variables include personal outcome expectancies and psychological empowerment (interactional and intrapersonal empowerment), as well as brand awareness. The author acknowledges that customer complaint behaviour carried out through social media has a significant impact on a company or brand. The paper also examines how complaints from consumers on social media affect people's ability to express their unfavourable feelings and determines which service recovery technique results in forgiveness from consumers of internet service providers who complain on social media with variables such as apology, hybrid (apology-compensation), compensations.

This research focuses on two generation categories, namely Generation Y and Z. Generation Y, also referred to as millennials, was born between 1981 and 1996 (Pew Research Center 2019), making them between the ages of 27-42 in 2023. Generation Y has a distinct personality and do not trust businesses that are closely tied to their patterns of complaints and buy-backs. This generation is also extremely internet savvy and heavily affected by others. Generation Y uses social media and has a propensity to complain a lot majority of millennials often use social media, and half of them like to complain about telecommunications (Soeres et al. 2017).

According to the Pew Research Center (2019), Generation Z is comprised of individuals born between the years of 1997 and 2012. However, the author only considers Generation Z as being from the ages of 17 to 25 because the Ministry of Communication and Information Technology (Kominfo) indicates in the Personal Data Law (RUU PDP) that the recommended age restriction for having a social media account is 17 years old (CNN Indonesia 2021). Marketing Chart (2018) found that Generation Z utilizes social media at least once per hour, with 7% of them doing more often than once every 15 minutes. Generation Z is highly dependent on internet service providers, thus there is a tremendous possibility for this generation to express direct complaints on social media when dissatisfied by the provider.

2. THEORETICAL BACKGROUND

2.1 Study 1

Study 1 discusses factors that influence the customer complaint behaviour in social media. This study was a literature review that aimed to find variables to be assessed in the framework. The variables in Study 1 are personal outcome expectation, intrapersonal empowerment, interpersonal empowerment, brand perception, complaining behaviour, venting negative emotion.

Hsu et al. (2007) suggest that people prefer to exchange knowledge on the internet whether they receive recognition or prizes. However, if users have had a negative experience with a brand, in online communities, they can post negative experiences or comments and seek relief (Doorn et al. 2010). Furthermore, Yen (2016) also explains that personal outcome expectations are positively associated with the posting of negative behaviour. Therefore, the following hypothesis is proposed:

H1. Personal outcome expectations significantly influence the complaint behaviour of internet service provider customers on social media.

In general, participants were observed to be less passive as their intrapersonal empowerment increased, according to the complaining behavioural motives (Li 2019). Xu (2016) also explains that participants with a higher degree of intrapersonal empowerment were found to be less likely to react to a dissatisfying scenario with passive complaining behavioural motives. Therefore, the following hypothesis is proposed:

H2. Intrapersonal empowerment is significantly influencing the complaint behaviour of internet service provider customers on social media.

Li (2019) found that participants with greater interactional empowerment were more likely to partake in these complaint behaviours. The results of Xu (2016) also suggest consumers with a higher level of interactional empowerment are more likely to have constructive and active complaint behavioural intentions on social media brand pages. Therefore, the following hypothesis is proposed:

H3. Interactional empowerment is significantly influencing the complaint behaviour of internet service provider customers on social media.

Xu (2016) found that intrapersonal empowerment and brand perception had a significant effect on customers complaint behaviour on social media. Consumers with a positive relationship with the brand are more likely to have passive complaint behaviour on social media. Based on the reviewed literature, these consumers trust the brand's reputation and capacity to rebound from service loss (Kim, Ferrin, & Rao 2003) and appreciate their long-term relationship (Morgan & Hunt 1994). Therefore, the following hypothesis is proposed:

H4. Moderation of brand perception significantly affects intrapersonal empowerment on customers complaint behaviour on social media.

In terms of the moderating effect of prior brand perception on the relationship between interactional empowerment and complaining behaviour on social media, Xu (2016) found that customers with higher prior brand commitment significantly influence passive complaints on social media. Priluck (2003) also found that, in a dissatisfying case, a high degree of brand perception will contribute to a greater sense of loyalty, make customers forget the brand's error, and reduce the process linking interaction empowerment and active complaint behavioural intentions. Therefore, the following hypothesis is proposed:

H5. Moderation of brand perception significantly affects interactional empowerment on customers complaint behaviour on social media.

According to Yen (2016), customer complaints on social media are closely correlated with venting negative emotions on social media. It may also be concluded that sharing negative experiences on social media will cause negative feelings to be released by unhappy customers. This finding is also supported by Vásquez (2011), who argues that, since this kind of complaint is a type of criticism that is quickly made on social media in the form of a critical review or anonymous message, dissatisfied consumers will possibly use it to vent negative emotions. Therefore, the following hypothesis is proposed:

H6. The posting of negative behaviour significantly influences venting negative emotions on social media.

2.2 Study 2

Study 2 focused on creating customer forgiveness following a complaint in social media. Four variables were elaborated on to reveal the most effective way of generating customer forgiveness: apology; compensation; hybrid (apology and compensation); and customer forgiveness.

Lazare (2008) argues that an apology is one of the most powerful means of reconciliation and forgiving. Bakar, Hidayati, and Giffani (2019) found that the apology, as one of the

service recovery strategies, significantly influenced customer forgiveness. Harrison (2019) found that an apology can lead to customer forgiveness in several industries such as the service of the restaurant. Therefore, the following hypothesis is proposed:

H7. Apology as a service recovery strategy significantly influences forgiveness of internet service provider customers' complaints on social media.

Based on the results of Bakar, Hidayati, and Giffani (2019), compensation, as one of the service recovery strategies, significantly influenced customer forgiveness. A similar result was obtained by Casidy and Shin (2015), with pair analyses of program rehabilitation groups showing that participants in the control category had lower hopes of forgiveness than those subject to compensation and hybrid recovery treatment, independent of the damage path. This finding indicates that compensations and hybrid recovery methods have a more beneficial impact on wishes of forgiveness compared to no recovery of duty. Therefore, the following hypothesis is proposed:

H8. Compensation as a service recovery strategy significantly influences forgiveness of internet service provider customers' complaints on social media.

The findings of Bakar et al. (2019) are comparable in that the apology-compensation technique yielded the highest forgiving propensity. The study found that, with evidence from the forgiving scale, 37.5% of participants in the apology-compensation group chose "agree" to reimburse the airline business for the inconvenience that occurred. Casidy and Shin (2015) found that hybrid recovery solutions had a more significant favourable impact on forgiving intentions than no-service recovery. Therefore, the following hypothesis is proposed:

H9. The hybrid approach (apology and compensation) as a service recovery strategy significantly influences forgiveness of internet service provider customers' complaints on social media.

3. METHODOLOGY

This study used causal research, which is a form of conclusive study whose main goal is to gather proof of cause-and-effect (causal) linkages (Malhotra 2016). Causal research aims to comprehend which variables contribute to marketing phenomena (independent variables) and which variables are a result (dependent variables) to identify the type of link that exists between the causative factors and the expected outcome and test theories (Malhotra 2016). This study used the mixed methods approach to enrich the framework based on the market situation. A qualitative approach was used to learn more about how consumers make decisions regarding their social media complaints. Meanwhile, in order to determine which component is relevant, the author also gathered quantitative data by conducting an online survey.

3.1 Study 1 – Qualitative Method

A semi-structured interview was employed using the qualitative approach to gather information from the participants. The author firstly collected the data from internet service provider customers to determine whether the variables used in existing research could be implemented with internet service provider customers and define whether there was a possibility of including additional variables that could contribute to consumer complaints on social media. The unit of analysis was participants from Generation Y and Generation Z, aged 17 to 39, with experience complaining on social media. The participant number was determined by data saturation. When there is sufficient evidence to support repeating the study (O'Reilly & Parker 2013), when further data has been gathered (Guest, Bunce, & Johnson 2006), and when additional coding is no longer feasible, the data are saturated

(Guest, Bunce, & Johnson 2006). The snowball sampling approach was used to exploit non-probability. This justification is further backed by Browne (2005), who describes snowball sampling as a non-probability sampling method in which individuals in a sample or study draw in other participants. The interview is conducted in two formats, on an offline platform with face-to-face interactions and on an online platform using Zoom. The interview duration was approximately 30 minutes for each participant.

The list of questions for the semi-structured interview was as follows:

Tell me about your experience and what factors made you feel disappointed with the services provided by the internet service provider.

How did you reply and vent your disappointment by making a complaint?

When did you complain on social media?

Why did you punish the internet service provider by complaining on social media?

What do you expect from a company after you make a complaint on social media?

The author used coding for the data analysis. According to Insight (2022), coding in qualitative research is the process of labelling and organizing qualitative data in order to identify different themes and their connections. Manual coding involves a number of methods, but in this study, the coding was completed with colouring: each colour represented a different variable. After coding, the data were validated using a triangulation method. This study validated the qualitative data with the data source triangulation from interview results compared with the literature and the observations obtained through ethnography due to limitations in the current pandemic. The qualitative result were applied in Study 2 in the form of a quantitative method.

3.2 Study 2 – Quantitative Method

For the quantitative approach, the study applied the online survey method to gather data. The population included internet provider users who had disappointing experiences while using the service. The sampling method used in this study was purposive sampling, also defined as a non-probability sampling procedure in which the researcher's judgment is used to select the cases that comprise the sample (Saunders et al. 2016). The reason for adopting purposive sampling to select the sample was that not all samples met the criteria that the researcher specified. The participant criteria included Generation Y and Z aged 17 to 39 living in a big city in Indonesia. The minimum was of 200 participants, based on marketing research by Malhotra (2016).

The author designed a questionnaire using the quantitative approach, which includes additional variables obtained through conducting qualitative research. In addition, the online survey with this questionnaire used a seven-point Likert Scale. The questionnaire had three sections: the first section asked about participant characteristics to ensure that respondents met the inclusion criteria; the second section employed demographic items; and the third section discussed the main variables. The variables scale borrow from Yen (2016), Xu (2016), Yen and Tang (2015), Mostafa (2014), and Bakar et al. (2019). Due to the complaint behaviour presented in social media Twitter and Instagram, the questionnaire was distributed in those social media. The screening questions presented in the questionnaire validate that the audience had experience in doing the complaining activity for internet providers on Twitter or Instagram and was suitable for becoming the respondents. The screening questions are: Do you have any dissatisfaction experience with the internet provider? Have you complained about the issues in social media?

The data management and hypothesis testing was performed by the author using the PLS-SEM method through the SMART PLS application. The reason the author uses the PLS-

SEM method, which has the main function of testing the predictive relationship between variables by determining whether there is a relationship or influence between variables (Hair 2019). Wong (2010) also states that, when issues such as the sample size being insufficient arise, or if there is a scarcity in theory for applications, the accuracy of prediction is critical, and it is impossible to ensure that the model specification is right, then PLS-SEM becomes a strong alternative to CB-SEM. Therefore, PLS-SEM is an ideal choice for hypothesis development analysis. PLS-SEM is suitable for researchers still in the research stage to develop hypotheses or new frameworks where there is a scarcity in theory for applications, the accuracy of prediction is critical, and it is impossible to ensure that the model specification is correct.

4. RESULT AND ANALYSIS

4.1 Qualitative Results

4.1.1. Interview Results

The author interviewed 19 respondents, though only 12 met all of the inclusion criteria of being from Generation Y or Z, having complained on social media about internet service providers, and being active social media users. Based on the interview results, five variables were found to be added in the framework. Quick response, accessibility, and altruism were to be potentially added to the customer complaint behaviour framework, whereas recovery time and problem solving were considered for the service recovery framework. These five variables were validated through triangulation based on existing literature and observation. Table 1 explains the triangulation for both complaint behaviour and service recovery, by comparing the interview result, literature review, and observation in social media through user comments. Based on these results, all additional variables were accepted for the framework.

Table 1. Customer Complaint Behaviour and Service Recovery Triangulation

Variables	Observation in Social Media	Quotation	Literature
Customer Complaint Behaviour			
Quick Responds Keyword : <ul style="list-style-type: none"> • Fast Response • Embarrassed company • Destroy company reputation 	“Min, at my place the internet won't work even though it's already connected to the device. I've tried to restart and when turned on but the internet still can't be used. I have also sent a message via direct message Instagram but no response. Please respond asap. Thank you” “When working from home (WFH), X's internet is offline, calls to customer service from X, they don't respond well, I'm just told to wait, X's service is terrible, WFH works without internet, X should	“The main reason I want to complain on social media is that I hope with my anger and complaints on social media that the internet service provider will feel embarrassed in public so before their reputation is destroyed they will respond to my complaints quickly” Mikhael Reno, 25 “Actually I think if we complain on the IG story and tag the internet service provider, it will definitely be more noticeable or responded quickly.” Phoebe, 20 “Usually I complain directly via direct message to the official Twitter of the internet service provider that I use because the response is usually faster.” Osy, 26 “Twitter for complaints because the response from the customer service is faster and it's not just internet service providers if consumers	Customer prepared to file complaints on social media because they believe the firm would reply more quickly. This is because customer complaints on social media are visible to the general public, therefore the company must act promptly to avoid a negative social media reputation (Štríteský, V.

	<p>have responded quickly and responsively”</p> <p>“Hello X, I need internet, please respond quickly”</p>	<p>complain on social media are quick to respond to even cellular providers are also quick to respond if consumers complain on social media.” Yuni, 28</p>	<p>and Stránská 2015).</p>
<p>Accessible</p> <p>Keyword:</p> <ul style="list-style-type: none"> • loss of paying credit for call centers • Easy to access • Simple procedure • More effective 	<p>“If there are problems, it's really difficult, because the customer service only has a call center, if other internet service provider has customer service on Twitter or Instagram. But X doesn't have it, so if you want to complain, you have to prepare a lot of credit for making calls. It's so complicated”</p> <p>“You guys are downright messed up. The customer service are not helpful, the complaint ticket was not completed, even though I had called customer service 7 times and I was paid credit for Rp 278.000,- to force them, then the package was just activated. I'll really write down my detailed experience to public in matter of days tracing your DISAPPOINTING service”</p> <p>“As usual, all devices are on but there is no signal, please fix it quickly... I'm tired of complaining and I'm running out of #credit to complain.”</p>	<p>“From an economical point of view, if we use call center, of course, we have to use credit and the credit is wasted because we have to wait for a long response from customer service. Credit is also wasted because you have to keep calling but haven't got a good solution. This is what makes you annoyed when you complain via call, the credit is over but the solution doesn't exist yet because the call keeps on disconnecting. So if we complain through social media, not only can we get a fast response, but it can also be more economical and save on credit.” Yuni Lestari, 28</p> <p>“Actually, because if I complain on Twitter, the accessibility is much faster and easier.” Savina, 20</p> <p>“It's actually better to complain on social media because at a call center we will feel very complicated and ineffective because we have to wait for the operator to provide information first but after trying several times it still can't.” Juan, 20</p>	<p>Consumers eventually choose to complain on social media because businesses who do not offer accessible, affordable, and quick ways to make customers have to issue credit refuse to accept customer complaints over the phone (Chalerensia, N 2017).</p> <p>People feel that social media is easy to use and convenience which lead to their attitude to use social media as the sharing platform (Sukmadewi, et al, 2023)</p>
<p>Altruism</p> <p>Keyword:</p> <ul style="list-style-type: none"> • Share bad experiences • give suggestions to friends • let them know that they are facing the same problem 	<p>“For those who want to wear X, DON'T! The service is very bad. I have been using it for more than 10 years and the internet never reaches 15mbps even though the package is 20mbps. During the day usually only 3mbps. I failed the exam yesterday because the internet was off.”</p> <p>“For friends who are looking for an internet service provider, don't use X, I don't really recommend it, it's better to look for something else, if you don't believe it, just look at the comments on social media because their</p>	<p>“I often reply to my friends' posts or my friends' complaints on social media by commenting on my bad experience when using the internet service provider. With the hope that my friend does not feel that he is the only one who has the same problem but we also experience the same problem and so that other friends can consider which internet service provider is good.” Azmi Rahmiati, 24</p> <p>“The goal is that other people know that the internet service provider in the network is not good enough.” Ginanjar, 27</p>	<p>Altruism indicates that the electronic world of mouth argument is to discourage anyone from facing the same issue (Yen & Tang 2015).</p> <p>Altruistic consumers are most likely to use media and networking technology in online social environments to stay in contact with</p>

	<p>social media full of complaint from customers.” “Don't use X again... the network keeps turning off... network maintenance takes 4 days... when everything is asked for Work From Home and School From Home... even X doesn't support it. #outfromX”</p>		<p>individuals who are important to them and use the technologies to convey their concerns and to support others (Hu & Kim 2018).</p>
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Service Recovery

<p>Recovery Time Keyword: <ul style="list-style-type: none"> • Fast response • Give the reason and solution for the breakdown • Do not ignore consumers </p>	<p>“Why does it have to be Saturday? Why not tomorrow? It's too late if you have to wait until Saturday” “It's really disappointing, I've called 7 times, waited 1 month, they said they just wanted to follow up, but there was no progress at all. I don't understand anymore, your salesperson if you are still registering early, it's really fast, fast response. In turn, there are obstacles, your respond is very slow such as snails” “why do I have to wait days? OMG”</p>	<p>“I want it to take 5-10 minutes for a complaint to have an answer or a solution offered, such as explaining there is a problem in the section so that consumers feel that they are not ignored” Ginanjar, 27 “The maximum is 1x24 hours, I am still patient enough because if more than that I haven't responded, of course I will be more and more annoyed because now everyone needs internet and if you have to wait for days it will definitely not all will hinder my other work.” Yuni Lestari, 28 “At most, I get a response about the reason why the internet network is slowing down for about 3 to 4 hours because if the response I received in 1 week is already considered very slow, whereas I need a smooth internet for work purposes.” Felicia Fuseta, 26</p>	<p>Customers' expectations about service recovery are called recovery time is the period of time that passes between the original customer complaining and the handling of the complaint by the company (Hogreve, Bilstein & Mandl 2017)</p>
<p>Problem- Solving Keyword: <ul style="list-style-type: none"> • Give logical reasons • Provide quality solutions </p>	<p>“This is the reason for the third mass disruption I received in this week.. weird...” “Today is already the 17th day after the revocation. I want to collect promises. I've sent direct messages many times, mostly coordination but nothing in reality” “Min, please check my direct message. Why can't my Wi-Fi be used for 3 days. There is already a reporting number, but no follow-up.” “my Wi-Fi keeps getting interrupted. I don't know how many times there have been disturbances in my area. Like not learning from past experience.”</p>	<p>“So the main thing is to give reasons first why this problem can occur with a logical answer. The next of course I want to get a solution that can actually help me solve this problem. Even though sometimes the solution doesn't make the internet get better right away but at least it can help.” Osy Nurakhmantari, 26 “My hope is that after the complaint, internet service provider will be thoroughly repaired internally so that it doesn't happen again like this, because we really need the internet, especially now studying online. So it's more to service quality.” Savina, 20 “I want a quality solution that can be realized, not just false promises and in my opinion a solution such as replacing the router should be given from the internet service provider, not our own initiative, the internet</p>	<p>The service provider seeks to provide the consumer with a benefit equivalent to the damage incurred by the service failure by fixing the problem (Levesque & McDougall 2000)</p>

		<p>service provider that provides quality answers or solutions.” Phoebe, 20</p> <p>“If I complain, please give a quality answer or if internet service provider promise to send a technician, please do not outside the promised hours or don't even miss the technician to come to our house. So please provide quality answers and solutions, don't keep asking for a restart because there is no effect so it's better if internet service provider can check it directly by the send their technician.” Mikhael, 25</p>	
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4.1.2 Framework

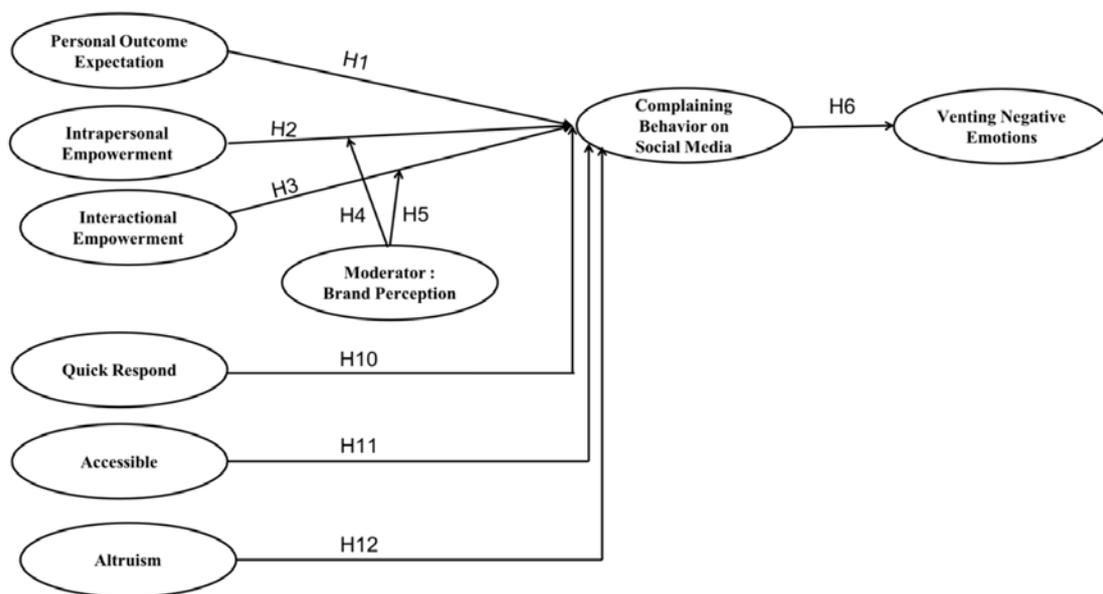


Figure 4.1. Theoretical Framework I

Source: Xu and Hao (2016), Yen and Yung-Shen (2016), Li (2019), Yen and Tang (2015), and author's findings

H10. Quick responses significantly influence the complaint behaviour of internet service provider customers on social media.

H11. Accessibility significantly influences the complaint behaviour of internet service provider customers on social media.

H12. Altruism significantly influences the complaint behaviour of internet service provider customers on social media.

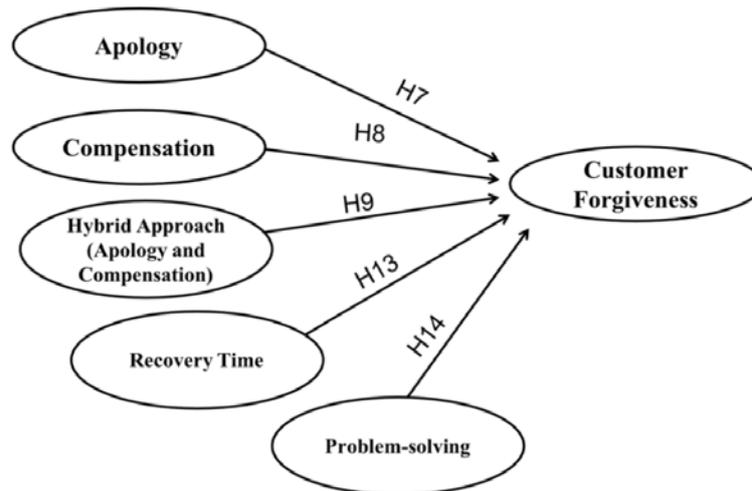


Figure 4.2. Theoretical Framework II

Source: Casidy and Shin (2015), Bakar, Hidayat, and Giffani (2019), Mostafa, Lages, and Sääksjärvi (2014), and author’s findings

H13. Recovery time as a service recovery strategy significantly influences forgiveness of internet service provider customers’ complaints on social media.

H14. Problem solving as a service recovery strategy significantly influences forgiveness of internet service provider customers’ complaints on social media.

4.2 Quantitative Results

The updated theoretical framework leads to indicator adjustment in the questionnaire design. The questionnaire modification was required to cover the new variables. The author added specific indicators for quick response, accessibility, altruism, recovery time, and problem solving. The borrowing scale for quick response is from Strítěský and Stránská (2015); accessibility from Chalerenia (2017), altruism from Yen and Tang (2015), and recovery time and problem solving from Mostafa, Lages, and Sääksjärvi (2014).

4.2.1 Respondents Profile

After data collection from respondents is carried out. Then the author will analyze the data to answer the research question that has been devised since the beginning. From 554 respondents, the following are the results of data analysis found.

Table 2. Profile and Behaviour

Respondents Profile		
Demographic	Unit	Frequency
Gender	Male	53%
	Female	47%
Generation	Gen Y	44%
	Gen Z	56%
Behaviour		
Have experience in dissatisfaction	Yes	100%
	No	0%
When Did the Respondent Complain on Social Media	<ul style="list-style-type: none"> When I did not get solution from the call centre 	33%
	<ul style="list-style-type: none"> When I dissatisfied with the call centre for their responded 	50%
	<ul style="list-style-type: none"> Straight away when I have a problem with my internet provider 	17%

4.2.2 Customer Complaint Behaviour Analysis

4.2.2.1 Descriptive analysis

Table 3. Descriptive Analysis Customer Complaint Behaviour

Variable	Indicator	Mean
Personal Outcome Expectation	PO 1. Expressing my complaints on social media about my dissatisfaction can improve the results I want to get from an internet service provider.	5.552
Intrapersonal Empowerment	IAE1. I can stay calm when faced with internet crashes because I can rely on my own abilities.	3.119
	IAE2. I consider myself more capable of dealing with internet crashes than anyone else.	2.924
	IAE3. I find it very difficult to complain on social media	3.594
Interactional Empowerment	IEE1. I can make my complaint go viral on social media to encourage internet service providers to be more responsible for the mistakes they have made.	4.756
	IEE2. Because I have a lot of friends on social media, when I complain on social media, I can have a lot of influence on the decisions of the internet service provider and other people's decisions.	4.762
Brand Perception	BP1. The internet service provider that I use can treats me fairly.	5.224
	BP2. I feel that the Internet Service Provider I used, have better quality than other Internet Service Providers	4.915
	BP3. I can see that the internet service provider I use wants to maintain a good relationship with me	5.264
	BP4. Compared to other Internet Service Providers, I have a better relationship with the Internet Service Providers I use today	5.112
Venting Negative Emotion	VNE1. I posted a complaint on social media to release my frustration with Internet Service Providers.	5.004
	VNE2. Negative comments I wrote on social media helped get my chest out of rage.	3.352
Quick Respond	QR1. I want to get a quick reply if I complain on social media.	5.780
	QR2. I want to make the internet service provider shame so that my complaints on social media are immediately replied to	3.303
	QR3. The internet service provider does not want a bad reputation in the public, so they immediately reply to my complaints on social media.	5.442
Accessible	AC1. Complaints on social media are cheaper so I don't have to waste a lot of credit	5.661
	AC2. Complaining on social media is more accessible than other channels for complaints	5.563
Altruism	AL1. I'd like to caution my friend to the risks of using internet service provider that I use now.	5.487
	AL2. I want to discourage people from experiencing the same unpleasant experiences as I did.	5.677
Complaining Behaviour on Social Media	CB1. I will complain on social media via Instagram stories or tweets	5.103
	CB2. I will complain on social media through direct social media messages	5.597
	CB3. I will mention or tag my Internet Service Provider account when complaining on social media	5.444

Based on the gathered data, the highest mean score is QR1 (5,780), with the following statement: "I want to get a quick reply if I complain on social media." This response shows that the main reason consumers from internet service providers complain on social media is to receive a quick response. Meanwhile, the lowest mean score comes from the IAE2 (2,924) with the following statement: "I consider myself more capable of dealing with internet crashes than anyone else." This response shows that the level of interactional empowerment of respondents from Indonesia, specifically Bandung and Jakarta, has low intrapersonal empowerment, according to respondents who feel unable to repair their internet network when it slows down.

4.2.2.2 Hypothesis Analysis

The results of this analysis determine the factors that influence consumers from internet service providers to complain on social media and whether complaints on social media influence consumers to vent their negative emotions. The author determined convergent validity by measuring the average variance extracted (AVE). According to Hidayat (2018), the AVE value is at least or more than 0.5. An AVE score above 0.5 indicates significant convergent validity, which suggests that, on average, one latent variable can explain more than half of the variation of its indicators. Wong (2010) suggests using composite reliability as a more conservative, stable, and precise measure of internal consistency reliability. In causal research, composite reliability scores between 0.60 and 0.70 are acceptable. However, composite reliability levels below 0.60 suggest a lack of internal consistency dependability. Therefore, to measure reliability, the author used composite reliability. The following are the results from AVE and composite reliability.

Table 4. Average Variance Extracted (AVE) and Composite Reliability

Variables	Composite reliability	Average Variance Extracted (AVE)
Accessible (AC)	0.868	0.767
Altruism (AL)	0.904	0.825
Brand Perception (BP)	0.917	0.736
Complaint Behaviour (CB)	0.803	0.587
Intrapersonal Empowerment (IAE)	0.850	0.656
Interactional Empowerment (IEE)	0.923	0.858
Personal Outcome Expectation (PO)	1.000	1.000
Quick Respond (QR)	0.802	0.670
Venting Negative Emotion (VN)	1.000	1.000

The data show that all variables have an AVE score above 0.5, therefore it can be said that all variables are valid. Furthermore, complaint behaviour on social media (CB) has an AVE score above 0.5. Therefore, the author decided not to remove the CB2 because the AVE score met the requirements. Furthermore, the results of the composite reliability show that all composite reliability scores are above 0.7, which means that all variables were reliable. The coefficient of determination (R^2) is a metric for determining the extent to which the variability of one component may be attributed to its connection with another. The following results are the adjusted R^2 from Framework 1.

Table 5. Coefficient of determination

	R Square Adjusted
CB	0.532
VNE	0.342

CB has an adjusted R^2 score of 53,2%, which means that 53,2% of the dependent variable was predicted by the independent variable. Moreover, venting negative emotion (VNE) has an adjusted R^2 score of 34,2%, which means that CB has a 34,2% effect on VNE. According to Kock (2014), in the context of PLS-SEM, hypothesis testing is commonly conducted by calculating a P-value. If the P-value is lower than 0.05, it may be argued that the variable has a significant effect on the dependent variable (Kock 2016). Therefore, the author determined whether each variable had a significant effect on the dependent variable. In addition, the author analysed the path coefficient of each variable. Path coefficients are used to determine the importance and complexity of the interaction, as well as to evaluate the hypotheses. The path coefficients are in the range of -1 to +1. The closer that the path coefficients get to +1, the greater that the relationship between the two constructs becomes.

A relationship that closer to -1 is a negative relationship (Wamanrao et al. 2020). The following are the results of the PLS-SEM bootstrapping, which shows the results of the hypothesis testing.

Table 6. Hypothesis Result

Hypothesis	Path Coefficient	P-Value	Result
H1. Personal Outcome Expectation → Complaining Behaviour on Social Media	-0.011	0.818	Rejected
H2. Intrapersonal Empowerment → Complaining Behaviour on Social Media	-0.012	0.003	Accepted
H3. Interactional Empowerment → Complaining Behaviour on Social Media	0.373	0.000	Accepted
H4. Brand Perception moderates Intrapersonal Empowerment Complaining Behaviour on Social Media	0.064	0.060	Rejected
H5. Brand Perception moderates Interactional Empowerment Complaining Behaviour on Social Media	0.115	0.000	Accepted
H6. Complaining Behaviour on Social Media → Venting Negative Emotions	0.586	0.000	Accepted
H10. Quick Respond → Complaining Behaviour on Social Media	0.173	0.002	Accepted
H11. Accessible → Complaining Behaviour on Social Media	0.200	0.000	Accepted
H12. Altruism → Complaining Behaviour on Social Media	0.159	0.001	Accepted

When consumers expect that, by complaining, they will receive compensation and attention but do not receive a positive response from the internet service provider, sometimes even being asked to pay more, these consumers may no longer expect a positive outcome. The frequency of internet use is high, in that people use it all day every day and feel stressed when they are not able to repair the internet themselves. Therefore, consumers unable to repair their internet network have low intrapersonal empowerment, which encourages them to complain on social media to ask for help. Consumers with a higher level of interactional empowerment are more likely to have an active complaining behaviour on social media. The possible explanation for this result is that consumers feel that they have the ability to make their complaints heard by many parties or make their complaints viral so that internet service providers immediately respond to their complaints. Consumers may also feel that they have many friends on social media, which grants them power to influence or make changes in social media through complaints.

Regardless of the consumer's brand perception of the internet service provider, this perception will not affect consumers who have intrapersonal empowerment to complain on social media. Brand perception does not have enough power to influence the relationship between intrapersonal empowerment with complaining in social media, which is represented by consumers' powerlessness to fix their own internet with active complaints on social media. However, the more positive the consumers' brand perception and interactional empowerment, the more likely that they are to complain on social media. This phenomenon is likely to occur among consumers of internet service providers because the purpose of consumer complaints on social media is not always to destroy the brand or reputation of the company; in fact, customers with a positive perception of a brand may make the complaint to make positive changes with the internet service provider.

By complaining on social media, consumers can express their frustration and disappointment to reduce the anger, irritation, and disappointment that they feel towards the internet service provider. People vent their anger by complaining on social media and feel enough to reduce their anger because, after complaining, they realize that they are not

the only one experiencing the problem. By complaining on social media, people were able to express the frustration experienced when the internet network slowed down when they needed it most. Therefore, internet users could vent their frustration on social media. Customers hope, through complaining on social media, that internet service providers will quickly respond. Respondents believed that the complaints can be seen by the general public, and because the company does not want to be embarrassed by receiving complaints on social media, it will respond quickly to save its reputation. Furthermore, complaining on social media is simple and requires no effort. The less difficult and expensive that it is to use a channel for complaints, the higher probability that the customer will use said channel. The other motivation for which consumers use social media as a complaint platform is that they hope to warn other people of the poor service so that the same does not happen to them.

4.2.3. Service Recovery

4.2.3.1 Descriptive Analysis

Table 7. Descriptive Analysis Service Recovery

Variable	Indicator	Mean
Apology	AP1. I wish the internet service provider apologized to me for what had happened	5.735
	AP2. I wish the internet service provider expresses regret for the error that occurred	5.682
Compensation	CO1. I wish the internet service provider compensated me to cover financial losses	5.718
Hybrid Approach	HA1. I wish the internet service provider apologized for the inconvenience this problem caused me and also compensated me to cover financial losses	5.816
Recovery Time	RT1. I wish my questions were immediately replied to by the internet service provider after I complained in social media.	6.204
	RT2. I hope to receive improvements in a short time since I complained on social media	6.327
Problem Solving	PS1. I believe that the employee of the Internet Service Provider has the skills to fix problems on my internet.	6.034
	PS2. I wish the internet service provider can answer my questions.	6.307
	PS3. I hope that the Internet Service Provider can provide an exact reason for the cause of the damage	6.341
	PS4. I wish the responsible employee of internet service provider can solve my problem efficiently	6.330
Customer Forgiveness	CF1. I will forgive this internet service provider company due to their service recovery	6.150

The data show that the highest mean score is PS3 (6,341) with the following statement: “I hope that the internet service provider can provide an exact reason for the cause of the damage.” This finding is consistent with the statements of respondents delivered during interviews, in that these consumers were disappointed because they did not receive an adequate solution to their internet problems nor a clear reason for which their internet is not working.

4.2.3.2 Hypothesis Testing

The analysis of the average variance extracted (AVE) results and composite reliability was applied as the requirement of PLS analysis. The following table shows the AVE and composite reliability of the service recovery variables.

Table 8. Average Variance Extracted (AVE) and Composite Reliability

Variables	Composite reliability	Average Variance Extracted (AVE)
Apology (AP)	0.929	0.867
Compensation (CO)	1.000	1.000

Hybrid Approach (HA)	1.000	1.000
Recovery Time (RT)	1.000	1.000
Problem Solving (PS)	0.883	0.656
Customer Forgiveness (CF)	0.898	0.815

All variables are valid because their AVE scores are above 0.5. Similarly, the results of composite reliability show a score above 0.7, and it may be argued that all variables are reliable. For the coefficient of determination (R^2) result, the R^2 score is 0.330. Therefore, all variables in the service recovery strategy have a 33% effect on customer forgiveness.

Table 9. Coefficient of Determination

Variable	R Square Adjusted
Customer Forgiveness (CF)	0.330

The following are the results of the PLS-SEM bootstrapping, which shows the results of the hypothesis testing for service recovery framework.

Table 10. Hypothesis Result

Hypothesis	Path Coefficient	P-Value	Result
H7. Apology → Customer Forgiveness	0.111	0.034	Accepted
H8. Compensation → Customer Forgiveness	-0.107	0.138	Rejected
H9. Hybrid Approach → Customer Forgiveness	-0.002	0.977	Rejected
H13. Recovery Time → Customer Forgiveness	0.048	0.472	Rejected
H14. Problem Solving → Customer Forgiveness	0.531	0.000	Accepted

Apology as a service recovery strategy significantly influences customer forgiveness. The respondents expressed that apology is important in the company showing responsibility. Therefore, an apology must be the first step in achieving service recovery because a sincere apology may relieve consumers' emotions so that consumers want to listen to reasons or answers calmly. Interestingly, respondents did not expect compensation such as money, discounts, or bonuses for the service recovery. This result aligns with the interview data, in that respondents hoped for a solution instead of compensation: some respondents were even willing to pay for packages that were more expensive than before in the hope of getting a more reliable internet network. One of the respondents mentioned that he did not think compensation was important if the solutions provided were still not of high quality. Meanwhile, when an apology is offered alongside compensation, consumers believed that it was a company strategy to postpone solving the issue. These consumers felt that the company did not take the problem seriously and used a shortcut to diminish the customers' anger. Recovery time as a service recovery strategy has no positive significant influence customer forgiveness. Based on the interview results, the respondents stated that the most important thing was not only speed in providing solutions, but also the quality and whether the solutions provided could make the internet network last at a higher quality. According to some of the respondents' experiences, the recovery is often quick, though it is not guaranteed that the same problem will not occur soon after. This finding shows that being quick is insufficient; the company must also be able to provide quality solutions to ensure customer forgiveness.

Problem solving plays a significant role as the service recovery strategy with the most important influence on customer forgiveness. The consumers expressed expecting that internet service providers would have technicians who are experts with the ability to repair internet networks, and that the justification for the issue would be logical and appropriate.

Furthermore, respondents also expressed hoping to know that the solution is efficient and that the same issue will not occur again in the short term.

5. CONCLUSION

5.1 Theoretical Implications

The study determined new variables relevant to customer complaint behaviour and service recovery. In the customer complaint behaviour framework, three variables were presented as new factors to influence the customer complaint behaviour based on the qualitative results: quick responses, accessibility, and problem solving. In the quantitative data analysis, all of the variables had a significant influence on customer complaint behaviour, which means that these three variables should be included in the updated customer complaint behaviour framework. Furthermore, based on the interview outcomes, recovery time and problem solving are additional drivers in generating customer forgiveness. Though statistical analysis recovery has no significant relationship with customer forgiveness in the internet service provider industry, different results may be obtained if the recovery variable is applied in the framework for another industries such as banking industry and healthcare industry, these industries need fast customer service respond due to the high urgency level. Problem solving has been found to significantly influence customer forgiveness, and has a greater impact on customer forgiveness than other factors. Therefore, problem solving must be included in the new service recovery framework.

5.2 Practical Implications

The study found out that intrapersonal empowerment, interactional empowerment, quick responses, accessible, altruism influenced consumers to make complaints on social media. Therefore, the inability of consumers to repair damaged internet networks themselves leading to consumers making viral their complaints on social media. When a customer complains on social media, said customer is venting their anger and stress. When the internet network slows down or breaks down, it makes consumers feel stressed, frustrated, and angry because they need the internet to function. Unfortunately, sometimes, the internet network breaks down when it is needed for work or entertainment. Consumers make complaints on social media about their negative internet experiences, allowing consumers to vent their anger because, through complaints on social media, they are able to receive a response from the internet service provider or from their peers, who can make them calmer. The company must pay attention to the customer service department to prevent customers from putting their negative experiences on social media. Consumers complain on social media because they think that the company will respond faster than on other platforms. Not all customers publish complaints on social media from the beginning: most of them use the other platforms at first but do not receive an adequate response. This lack of response is a trigger for the customer to find other way to get the company's attention, at which point they decide to use social media. Therefore, customer service on conventional platforms must be able to respond before the customers feel frustration. To cover this condition, the company must develop a customer service system that is easy to reach and use for customers. For service recovery, apologies from internet service providers to consumers who have complained are important and should not be forgotten as the internet service provider hopes to be forgiven by consumers. Finally, consumers expect quality problem solving from internet service provider companies, making this variable even more significant than quick responses and compensation.

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