**The Effect of Knowledge on Consumer Rights toward Complaints Delivery on Cellular Telecommunication Products in Bandar Lampung.**

**Abstract**

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Consumer knowledge of their right to deliver complaints to businesses (services) and presentation of the complaint is indeed protected by the law, in this case the law No. 8 of 1999 on Consumer Protection on article 4 point d entitles consumers to deliver complaints, if the provider do not provide services as they have of the agreement. The research methodology using SEM analysis using the sample of respondent of provider users in Bandar Lampung. The analysis shows that there are three models: first model, shows that before adding moderating variable, the result acquired does not obtained significant value. The second model shows that after moderating variable consumer knowledge were added, the results are significant. The third model, indicates that the interaction between the quality of service and customer knowledge variables to provide additional impact is not too large. This means that the interaction between Service Quality and Consumer Sciences only provide great influence on the intention to give the complaint. This tentative conclusion is obtained that the socialization of education about consumer knowledge has been done and the results show that respondents are not fully aware of their rights to make complaints.

Keywords: Quality of Service, Consumer Sciences, Complaint Intention.

# A. Background

Rapid telecommunication development in Indonesia has enable communication to be easier, with the capability of service from various telecommunication support, thus exploring internet with high speed has become an added value from telecommunication in Indonesia. Cellular telecommunication development has proven to gives enormous effect to every party and even leverage the economy. With the developing cellular technology and considerable amount of users, hence the telecommunication infrastructure to increase. However, the revolutionary breakthroughs’ rapid growth from cellular telecommunication is not followed with the knowledge about right and responsibility of a consumer toward the telecommunication products chosen.

Dependency towards telecommunication and the convenience to acquire the product has made the product excessively consumed, even if they are aware of that matter and what they not realize is the rights which obtained by consuming the respective telecommunication products. Consumer ignorance on their rights when consuming a product may affect after the product purchase. Consumers who unaware of a product’ terms and their rights will certainly unable to file a report if the product they consume is not corresponding to their expectations, focus of this research is the telecommunication products which is substantially consumed and possess considerable amount of terms and condition which is occasionally not written clearly.

Table 1.1 Top Brand Telecommunication Product Index

|  |  |  |
| --- | --- | --- |
| **Brand** | **TBI** | **TOP** |
| Simpati | 34.6% | TOP |
| XL Prepaid | 14.1% | TOP |
| IM3 | 14.0% | TOP |

Table 1.1 shows that in Indonesia, there is three Top Brand telecommunication products which is Simpati, XL and IM3. These three provider were compete each another with each respective superiority they possess, yet Simpati is still become the primary Top Brand which allegedly because Simpati is a provider with the latter experiences on serving the consumer in Indonesia compared to other providers.

Table 1.2 Consumer Respond

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **Questions** | **Answer** | | **Amount** |
| **Yes** | **No** |
| 1 | Are you satisfied with the service of provider you use? | 12 | 8 | 20 |
| 2 | Are you incline to convey a complaint? | 13 | 7 | 20 |
| 3 | Are you aware of your rights as a consumer? | 3 | 17 | 20 |

Table 1.2 shows that a part of consumer feels dissatisfy to the provider they use and they are inclined to file a complaints to telecommunication producer, yet they are unaware of their rights as consumer. Consumer ignorance are caused by the lack of education from producer on a product especially communication product which typically the terms and conditions is not written in detail. Several cases experienced by consumers is the consumer are not served with the appropriate service corresponding to their rights to be appropriately served which one of them is customer service’ regards, greets and smile, as well as no acquiring the clear information concerning to the product before purchasing. Majority of consumers understand the terms and conditions of a product with their own experience when consuming the product, not from producer’ education.

Fair education is required to make customer acknowledge the rights they possess when consuming a product and the terms owned by the product itself. If the customer were not acquiring the adequate education, there will be considerable amount of matter like a customer who has a perception of quality of a product but when it is consumed, it not live up to their expectations, as a customer with lack of education from the producer, the consumer will always have higher perception about quality of a product. The ignorance of certain terms of a product and rights they possess, will surely limit the latitude of the consumers itself.

On the other side, with the fair education from producer, there will be mediation between producer to consumer by incoming complaints to producer, which will be responded and properly solved to preserve the rights of consumers and enables product innovation by following the consumer apparent needs.

The importance of consumer education on a product are purposed to make consumer become more critical on rights they possess, especially toward products in telecommunication sector, because of that, the research regarding to consumer protection especially telecommunication product is essential.

Consumer ignorance is caused by lack of education from the producers on a product, especially telecommunication product which the terms and conditions is not thoroughly written. On the other side, with fair education from producer, there will be mediation between producer to consumer by incoming complaints to producer, which will be responded and properly solved to preserve the rights of consumers and enables product innovation by following the consumer apparent needs.

The importance of consumer education of a product is purposed to make consumer more critical on the rights they possess, especially on telecommunication products. Therefore, it is necessary research about the effect of knowledge upon consumer rights towards complaints delivery on cellular telecommunication products in Bandarlampung. The methodology which will be utilized is descriptive verification. The data will come from questionnaire and literature, meanwhile the source of data are consumers of telecommunication products resided in Bandarlampung.

On one year period, the researcher will finalize the research until research result seminar with finishing several stages of proposal organizing, data collection, data input, data calculation, calculation result analysis and research report organizing. On the second year of research, it will later be expanded as an output in the form of educating socialization for consumers, partnering with YLKI as body with is purpose to increase the critical awareness of consumers about their rights and responsibilities, enabling the consumers to secure their self and the environment.

# B. Consumer Protection Law

Az. Nasution explained that consumer law is the whole principle or regulation of law which manage the relation and problems between various parties each another related with goods and/or consumer service, in social life. While consumer protection law is part of the consumer that includes the principles or rules which regulates, and also contains properties that protect consumer interests.[[1]](#footnote-1) So the consumer protection law is the law governing the protection of consumers against the transaction which conducted. Consumers themselves means that the end user of a products and services. Among consumers can not be called as a consumer, but is referred to as business operators.

Business actors are makers of finished products or parts and also produces natural products and *services provider.*2Businessman purposed on this article is businessman in service sector which is telecommunications service provider known as providers. In Indonesia a lot of layanaan telecommunications providers, (after the era of the free market), but this article only specified on 3 major providers in Indonesia, namely, Telkomsel, Telecomindo and Indosat.

General provisions on consumer protection in the field of Indonesian law regulated in Law No. 8 of 1998 on Consumer Protection (hereinafter referred to as the Act PK). Article 4 BFL listed consumer rights, namely:

1. The right to comfort, security, and safety in the consumption of goods and / or services;
2. The right to choose and obtain goods and / or services in accordance with the exchange rate and conditions and guarantees promised;
3. The right to correct, clear and honest information about the condition and guarantee of the goods and / or services;
4. The right to be heard about opinions and complaints on goods and / or services used;
5. Entitlement to advocacy, protection and mediation in appropriate consumer protection;
6. The right to receive guidance and consumer education;
7. The right to be treated or serviced properly and honestly and not discriminatory;
8. The right to obtain compensation, compensation and / or reimbursement, if the goods and / or services received are not in accordance with the agreement or not as it should be;

While businesses have rights and obligations set out in Article 6 and 7 of BFL. Article 6 BFL declare their 5 rights for businessmen namely:

1. The right to receive payment in accordance with an agreement on condition and exchange of goods and / or services traded;
2. The right to legal protection of consumer action with bad intention;
3. The right to proper self-defense in the judicial settlement of consumer disputes;
4. The right for rehabilitation of goodwill if it is proved that the consumer loss is not caused by the goods and / or services traded;
5. The rights stipulated in other laws and regulations.

In addition to article 6, paragraph 7 of BFL listed on the obligations of businessmen, namely:

1. Acting in good intention in conducting its business activities;
2. Providing accurate, clear and honest information about the condition and guarantee of the goods and / or services and explain the usage, repair and maintenance;
3. Treat or serve customers properly and honestly and not discriminatory;
4. Guaranteeing the quality of goods and / or services produced and / or traded under the provisions of the quality standards of goods and / or services are applicable;
5. Giving consumers a chance to test and / or try the goods and / or services as well as the guarantee and / or warranty on goods manufactured and / or traded; f. Compensation, indemnity, and / or replacement if the goods and / or services received or used by consumer if it is not in accordance with the agreement.

Article 4 point d of this law clearly entitles the consumer to present the complaints of discontent on the services provided by the provider. and businesses are obliged to listen and provide solutions to any inconvenience felt by consumers, it is as confirmed in Article 7 point d stating that businesses have an obligation to guarantee the quality of goods or services which are traded based on the provisions of the quality standards of goods and services applied. Of a product (service) in which consumers feel aggrieved, article 7 point f gives the order for the business to provide compensation, indemnity and or replacement if the goods or services received or used by consumer is not in accordance with the agreement.

1. **Research Methodology**

The population of this research is all the providers in Bandar Lampung, the sample used is active users of Telkomsel, XL and Indosat providers. Provider respondents which used were 151 people which is a combination of the Telkomsel, XL and Indosat provider. Data analysis using Structural Equation Model with SPSS statistical tool. The initial step will be seen first whether there is a relationship between the Quality of Service and Complaints intentions variables from users of the provider, after which it will be add a moderating variable namely Consumer Knowledge about their rights, which will eventually seen that the interactions between the Quality of Service and Intention to give complaint.

1. **Research Result and Managerial Implications**

In the analysis of respondent data it can be inferred that of 151 active provider users, active users of the three providers were dominated by women between the ages of 18-23. The active user is also dominated by the students where the Education Socialization of Consumer Rights were held for three sessions during this research period. The frequency distribution of respondents from the user side is dominated by the Telkomsel provider, in which the Telkomsel provider is the earliest to be known by Lampung people, followed by XL and Indosat.

# Respondent Distribution Frequency Based on Telkomsel Operator User

# A. Consumer Knowledge

**Knowing the Provider Service Outlet Location**

1

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1

1

1

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1

1

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1

4

5

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4

4

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5

6

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5

22

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7

24

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7

24

30

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3

40

44

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9

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9

44

75

3

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22

24

7

,

7

24

,

100,0

89

100,0

100,0

Very Not Knowing

Not Knowing

Enough Knowing

Knowing

Very Knowing

Total

Valid

Frequency

Percent

Valid Percent

Cumulative

Percent

Frequency distribution of Telkomsel provider users shows that almost all respondents knew the location of the service provider' outlets, but there are 20% of respondents who feel that the information on the location of the outlets is still not well established. This is presumably due to a lack of knowledge of the provider about the service provider location outlets.

In the table of frequency distribution knowing service provider' phone number showed a fairly good value that is known by the Telkomsel provider users. This shows that the majority of consumers allegedly to ever have phone call on this service provider.

**Knowing Consumer Rights**

7

9

7

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7

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9

7

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9

31

34

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8

34

8

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7

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42

35

3

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39

3

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39

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82

0

16

18

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0

18

,

0

100,0

89

100,0

100,0

Not Knowing

Enough Knowing

Knowing

Very Knowing

Total

Valid

Frequency

Percent

Valid Percent

Cumulative

Percent

On the frequency distribution table shows that the Telkomsel provider users already know their rights as consumers. This is presumably because it was their awareness of their Knowledge because of Education Socialization to the Telkomsel provider users about their rights in submitting the complaint if there are deficient in service felt from provider.

**Knowing Responsibilities as Consumer**

6

7

6

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6

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7

6

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7

36

40

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4

40

4

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2

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47

36

4

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40

4

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40

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87

6

11

12

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4

12

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4

100,0

89

100,0

100,0

Not Knowing

Enough Knowing

Knowing

Very Knowing

Total

Valid

Frequency

Percent

Valid Percent

Cumulative

Percent

On this distribution table shows that Telkomsel provider user already acknowledge their responsibility as consumer. This is presumably because the existing awareness about responsibility from Education Socialization to Telkomsel provider users about their responsibility in giving complaints if there is deficient in service felt from provider.

**Knowing the Content of Consumer Protection Act**

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2

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29

29

2

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2

29

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19

21

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3

21

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3

50

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6

20

5

22

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5

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22

0

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73

19

3

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21

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21

3

4

94

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5

5

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6

5

6

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100,0

89

100,0

100,0

Very Not Knowing

Not Knowing

Enough Knowing

Knowing

Very Knowing

Total

Valid

Frequency

Percent

Valid Percent

Cumulative

Percent

On this distribution table shows that Telkomsel provider users already know the content of Consumer Protection Act. This is presumably because it was their knowledge of the contents of the Consumer Protection Act. This is presumably because the knowledge is acquired from Education Socialization to provider users in delivering complaints if there is deficient in service felt from provider.

**B. Service**

**Available Facilities**

12

13

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5

13

,

5

13

,

5

58

2

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65

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2

65

7

,

78

19

21

,

3

21

,

3

100,0

89

100,0

100,0

Netral

Setuju

Sangat Setuju

Total

Valid

Frequency

Percent

Valid Percent

Cumulative

Percent

At this frequency distribution table shows that the provider Telkomsel users feel that the facility is available from the provider Telkomsel has been well perceived. This is presumably because consumers have felt the service was good in terms of facilities consisting of comfortable lounge chairs available, toilets were clean, room VIP services and their queue numbers corresponding to the service to its customers.

**Cleanliness in Service Outlets**

14

15

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7

15

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7

15

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7

55

8

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61

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8

61

5

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77

20

22

,

5

22

,

5

100,0

89

100,0

100,0

Neutral

Agree

Very Agree

Total

Valid

Frequency

Percent

Valid Percent

Cumulative

Percent

At this frequency distribution table shows that the Telkomsel provider users felt that the cleanliness of Grapari is already well. This is presumably because the consumer has to see that the waiting room at the service Customer Service is good and in a state that is clean and well maintained so that consumers feel comfortable in delivering complaints.

**Employees in Service Outlets were Properly Dressed**

8

9

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0

9

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0

9

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0

61

5

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68

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5

68

5

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77

20

22

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5

22

,

5

100,0

89

100,0

100,0

Neutral

Agree

Very Agree

Total

Valid

Frequency

Percent

Valid Percent

Cumulative

Percent

At this frequency distribution table shows that the Telkomsel provider users feel that the existing Grapari employees perceived is well dressed. This is presumably because consumers have noticed that the appearance of employees in Customer Service has been perceived both in appearance as well as friendly and courteous in serving consumers, so that consumers feel comfortable in delivering complaints.

**Employees in Service Outlets were Capable in Serving Consumer**

10

11

,

2

11

,

2

11

,

2

57

0

,

64

,

0

64

3

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75

22

24

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7

24

,

7

100,0

89

100,0

100,0

Neutral

Agree

Very Agree

Total

Valid

Frequency

Percent

Valid Percent

Cumulative

Percent

At this frequency distribution table shows that the Telkomsel provider users feel that employees in Grapari are felt to be reliable in serving consumers. This is presumably because the consumer has the feeling that the employees in the Customer Service is very eager to serve the consumer, so that consumers feel comfortable in delivering complaints.

**Service Outlets Conserve the Queuing Culture for Consumer**

7

7

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9

7

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9

7

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9

56

9

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62

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9

62

8

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70

26

29

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2

29

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2

100,0

89

100,0

100,0

Neutral

Agree

Very Agree

Total

Valid

Frequency

Percent

Valid Percent

Cumulative

Percent

At this frequency distribution table shows that the Telkomsel provider users feel that the existing queing culture in Grapari has been very good. This is presumably because Telkomsel has a queue system in the form of numbers through a machine that is used in accordance with the needs of consumers, so that consumers feel comfortable in delivering complaints. In addition, the Quick Service for consumers who just ask a few questions that are biased directly solved by special officers without going through Customer Service.

**Employees in Service Outlets were Punctual in Serving Consumer**

2

2

2

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2

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2

2

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2

10

11

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2

11

2

,

5

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13

61

5

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68

5

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68

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82

0

16

18

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0

18

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0

100,0

89

100,0

100,0

Disagree

Neutral

Agree

Very Agree

Total

Valid

Frequency

Percent

Valid Percent

Cumulative

Percent

On this frequency distribution table shows that the Telkomsel provider users feel that the employees in service outlets are punctual in serving consumers. This is presumably because consumers have felt that the queue number services takes only about 10-15 per consumer, so that consumers feel the waiting time is not too long to deliver complaint.

**Employees in Service Outlets were Friendly in Serving Consumers**

9

10

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1

10

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1

10

,

1

65

0

,

73

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0

73

1

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83

15

16

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9

16

,

9

100,0

89

100,0

100,0

Neutral

Agree

Very Agree

Total

Valid

Frequency

Percent

Valid Percent

Cumulative

Percent

On this frequency distribution table shows that the Telkomsel provider users feel that the employees at the service outlets is friendly in serving consumers. This is presumably because consumers have felt that the employees are very friendly and responded with alacrity to consumer complaints, so that consumers feel comfortable in delivering complaints.

**Employees in Service Outlets Willing to Accept Suggestions from Consumers**

2

2

2

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2

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2

2

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2

9

10

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1

10

1

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4

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12

65

0

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73

0

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73

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85

4

13

14

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6

14

,

6

100,0

89

100,0

100,0

Disagree

Neutral

Agree

Very Agree

Total

Valid

Frequency

Percent

Valid Percent

Cumulative

Percent

On this frequency distribution table shows that the Telkomsel provider users feel that the employees at the service outlets were friendly in serving consumers. This is presumably because consumers have felt that the employees are very friendly and responded with alacrity to consumer complaints, so that consumers feel comfortable in delivering complaints.

**Services Provided were Proper to the Promises**

1

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1

1

1

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1

1

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1

1

1

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1

1

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1

2

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2

9

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1

10

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1

10

12

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4

68

76

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4

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4

76

88

8

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10

11

2

,

2

11

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100,0

89

100,0

100,0

Very Disagree

Disagree

Neutral

Agree

Very Agree

Total

Valid

Frequency

Percent

Valid Percent

Cumulative

Percent

At this frequency distribution table shows that the Telkomsel provider users feel that the services provided are proper to the promises. This is presumably because consumers have felt that the service is very suitable to face a consumer complaint, so that consumers feel comfortable in delivering complaints.

**Employees in Service Outlets were Trying to Understand Consumer Needs**

1

1

1

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1

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1

1

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1

9

10

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1

10

1

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2

,

11

65

0

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73

0

,

73

,

84

3

14

15

,

7

15

,

7

100,0

89

100,0

100,0

Disagree

Neutral

Agree

Very Agree

Total

Valid

Frequency

Percent

Valid Percent

Cumulative

Percent

On this frequency distribution table shows that the Telkomsel provider users feel that the employees at the service outlets are trying to understand the needs of consumers. This is presumably because consumers have felt that the employees are very friendly and responded with alacrity to the needs of consumers, so that consumers feel comfortable in delivering complaints. The perceived needs of consumers, among others, the ignorance of consumers on the product, bad signal or a SIM card that cannot be used. The perceived consumer complaints can be well resolved by Telkomsel.

**C. Complaint Intention**

**Will Complaint if there are Services which are not Compatible**

1

1

1

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1

,

1

1

,

1

7

7

,

9

7

9

,

0

,

9

31

8

,

34

8

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34

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43

8

50

56

,

2

56

,

2

100,0

89

100,0

100,0

Disagree

Neutral

Agree

Very Agree

Total

Valid

Frequency

Percent

Valid Percent

Cumulative

Percent

On this frequency distribution table shows that consumers are not reluctant to make complaints when there are services which are not deemed compatible. It is suspected that the socialization of education play a good role in providing knowledge to consumers in the intention to make complaints.

**Will Try to Get Compensation Incompatible Service**

3

4

3

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3

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4

3

,

4

16

18

,

0

18

0

,

3

,

21

33

1

,

37

1

,

37

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58

4

37

41

,

6

41

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6

100,0

89

100,0

100,0

Disagree

Neutral

Agree

Very Agree

Total

Valid

Frequency

Percent

Valid Percent

Cumulative

Percent

At this frequency distribution table shows that consumers will try to get compensation if there are services that are incompatible. It is suspected that the socialization of education play a good role in providing knowledge to consumers in the intention to make complaints. Compensation can be souvenirs, prize draw or toll-free from Telkomsel.

**Will Forget Unpleasant Experiences**

54

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60

7

7

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60

7

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60

12

5

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13

13

,

5

2

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74

12

,

5

13

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5

13

87

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6

10

11

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2

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2

11

98

9

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1

1

1

,

1

1

,

100,0

89

100,0

100,0

Very Disagree

Disagree

Neutral

Agree

Very Agree

Total

Valid

Frequency

Percent

Valid Percent

Cumulative

Percent

At this frequency distribution table shows that consumers are not going to forget the unpleasant experience if it is felt that there are services that are incompatible. It is suspected that the socialization of education play a good role in providing knowledge to consumers in the intention to make complaints. A less pleasant experience here can be in the form of no solution in delivering the complaint or the waiting time which is too long.

**DATA ANALYSIS**

**Model Summary**

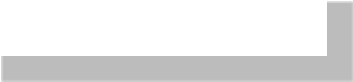
|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |  | Change Statistic | | s |  |
| R Square  Change | F Change | df1 | df2 | Sig. F  Change |
| 1 | .130a | .017 | .010 | .45711 | .017 | 2.557 | 1 | 149 | .112 |
| 2 | .256b | .066 | .053 | .44713 | .049 | 7.724 | 1 | 148 | .006 |
| 3 | .293c | .086 | .067 | .44378 | .020 | 3.241 | 1 | 147 | .074 |

1. Predictors: (Constant), Pelayanan
2. Predictors: (Constant), Pelayanan, Pengetahuan Konsumen
3. Predictors: (Constant), Pelayanan, Pengetahuan Konsumen, Interaksi

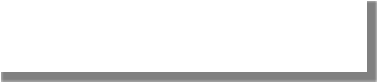
The analysis shows that there are three models in the test phase of dependent and independent variable as well as moderation variable in this study which shown through the following framework:



**Service**



**Complaints**



**Knowledge**

**MODEL ANALYSIS STAGE:**

1. (**X1**) (**Y**)



**Service**



**Complaints**

*Y* = a + b1 x1 + et

*Y* = 2.808 – 0,152 x1 + et

(p = 0,112)

Adj - R2 = 0,10 (10 %)

P = 0,112

In this model the stages of statistical analysis showed that the Quality of Service of the three provider has not provide a significant influence on the intention to give the complaint. Quality of Service consists of several dimensions: TERRA and complaints intentions when there are services that are incompatible, the intention would be to try to get compensation from the service that is incompatible as well as consumers will forget the unpleasant experience from the service provider.

2

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x

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1

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(

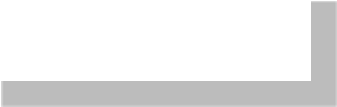
y

(

x

2

)



**Service**



**Complaints**



**Knowledge**

*Y* = a + b1 x1  + b2 x2 + et

*Y* = 3,211+ 0,201 x1 – 0,173 x2  + et

(0,35) (0,006)

Adj – R2 = 0,53 (5%) , P= 0,006

At the stage of this model, statistical analysis showed a significant result. The existing consumer knowledge moderation variable provide very good additional influence on the intention to give complaint on the provider users, especially users of Telkomsel provider. Adding an additional moderation variable increase complaint intention as much as 53% for the provider. Consumer knowledge on whether consumers knows the location of the outlets, determine the number of service providers, aware of consumer rights, aware of consumer rights to know the contents of the Consumer Protection Act.

X

(

1

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X

(

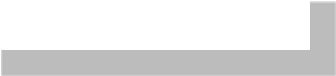
3

)

Y

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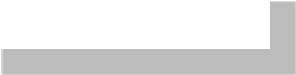
**Service**



**Complaints**



**Knowledge**



**Interaction**

X2

*Y* = a + b1 x1  + b2 x2 + b3 x3 + et

*Y* = -570 + 1,142 x1 + 0,985 x2 + et

(10,031) (6129) (0,074)

Adj – R2 = 0,67 (67%)

(P = 0,074)

At the stage of this model, statistical analysis showed significant gains, but only provide additional influence which is not too large. The result of the interaction between consumer knowledge and quality of service only provides an additional effect of 67% from the previous which was 53%. Anticipated additional effect that are not too big were caused by consumer provider that has not been previously informed about his rights provisions in delivering the complaint.

# E. Conclusion and Recommendation

Conclusions obtained in this study is that the quality of service have a significant influence on the intention to make complaints through consumer knowledge as a moderating variable. Additional influence felt is not too large allegedly due to lack of consumer knowledge about the rights of consumers and their respective ideologies of Consumer Law Protection. Socialization has been done to provide additional knowledge for users of providers and recommendation for further research is to add more study variables, the factors that influence consumers to make complaints and the existing intervening variable namely respondent characteristics i.e gender, income and level of education were allegedly will influence consumers to make complaints intentions.

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