

## ANALISA PERILAKU KELUHAN PELANGGAN DI PIZZA HUT MANADO

By:

Jackly Jackson Tumangkeng<sup>1</sup>David P.E. Saerang<sup>2</sup>Maria Tielung<sup>3</sup>

<sup>1,2,3</sup>Faculty of Economics and Business, International Business Administration,  
Management Program  
Sam Ratulangi, University Manado

E-mail:

<sup>1</sup>[jacklytumangkeng@gmail.com](mailto:jacklytumangkeng@gmail.com)<sup>2</sup>[d\\_saerang@unsrat.ac.id](mailto:d_saerang@unsrat.ac.id)<sup>3</sup>[mariatielung@unsrat.ac.id](mailto:mariatielung@unsrat.ac.id)

**Abstract:** Consumer complaints are classified as grievances and dissatisfaction experienced by consumers when purchasing or using certain products or services. The thing is if a customer is not satisfied with a purchase or a service they paid for and thus, customer can complain. The aim of this research is to know how is the consumer complaint behavior at pizza hut in Manado and what are the factors that make consumer complaint at Pizza Hut in Manado. To achieve these objectives the researcher got information from 10 informants using qualitative study which is in-depth interview. Through the interview from all the informants the result concluded that customers will make a complaint when customers do not feel comfortable, the foods do not suit with their taste or expectation and experiencing poor services from Pizza Hut. Some recommendations proposed for customer, it is good to know about the customer complaint because they need to understand what factors that makes them complaint. For Pizza Hut, this research may be useful in order to decrease the level of complaints and to improve Pizza Hut's performances. For the future researchers, this research hopefully will help in doing their research using the findings regarding with the topic.

**Keywords:** *consumer complaint, pizza hut*

**Abstrak:** Keluhan konsumen diklasifikasikan sebagai keluhan dan ketidakpuasan yang dialami oleh konsumen saat membeli atau menggunakan produk atau layanan tertentu. Masalahnya adalah jika pelanggan tidak puas dengan pembelian atau layanan yang mereka bayar dan dengan demikian, pelanggan bisa saja mengeluh. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana perilaku keluhan konsumen pada Pizza Hut di Manado dan apa saja faktor-faktor yang membuat keluhan konsumen pada pizza hut in manado. Untuk mencapai tujuan ini peneliti mendapatkan informasi dari 10 informan menggunakan studi kualitatif yang merupakan wawancara mendalam. Melalui wawancara tersebut dari semua informan, dari hasil penelitian dapat disimpulkan bahwa pelanggan akan mengajukan keluhan ketika pelanggan tidak merasa nyaman, makanan tidak sesuai dengan selera atau harapan mereka, mendapatkan layanan yang buruk dari Pizza Hut. beberapa saran mengenai penelitian ini pertama untuk pelanggan piza, ada baiknya untuk mengetahui tentang keluhan pelanggan karena mereka perlu memahami faktor apa yang membuat mereka mengeluh. Untuk Pizza Hut, penelitian ini mungkin berguna untuk mengurangi tingkat keluhan dan meningkatkan kinerja Pizza Hut. Bagi para peneliti selanjutnya, penelitian ini diharapkan akan membantu dalam melakukan penelitian mereka dengan menggunakan temuan yang berkaitan dengan topik serupa.

**Kata kunci:** *keluhan pelanggan, pizza hut*

## INTRODUCTION

### Research Background

One of the biggest sectors in Indonesia that help and support Indonesia economic growth is food industry. Food industry becomes an important role for the Indonesia economy growth. The government of the Republic of Indonesia also wants the Food and Beverage Industry to be priority because of its high growth of food industry in Indonesia, the development of food industry not only become an important role for the economic growth and economic development it also gives a positive impact to business people.

Nowadays the technology has been growing rapidly in Indonesia and it gives a positive impact for the people, through the development of technology it would help people so much easier especially for people's needs and wants. Need is a basic function of something that is essentially necessary for the example is food which eating to fulfill nutrition the needs of foods are those items that are basic or necessary for survival. Now the food is not only seen from the factor of filling the stomach but from the visual and tasteful taste. Sometimes people being busy they cannot find an easy way to make lunch or even dinner so they go to fast food restaurants to get their foods. The enjoyment of the taste of a food product cannot be obtained without feeling in it. If the tongue of a person is different, therefore the characteristics of each person are also different. characteristics may include how a person makes decisions, their unique habits and interests and opinions. Characteristics of consumer is a process where consumer decide what to buy when to buy how to buy where to buy and how much to buy. It comprises of both mental and physical activity of consumer. Lifestyle, "hanging out" activities in cafes, restaurants now also become activities carried out by young people and adults in a place to meet with friends and do leisure activities. But lately, more hanging out activities are carried out in cafes or in restaurants such as fast food. Currently, there are a lot of hang out places in manado such as restaurants, food-outlet, café, coffee house and fast food restaurants. Even so there are still a few customers complaint. 80% of Indonesians prefer fast food restaurants to fill their stomachs. It is also happening in Manado where many people visit fast food restaurants as places to eat and hang out. From many fast foods restaurants in Manado one of the famous fast foods restaurants is Pizza Hut. In manado there are three branches of pizza hut restaurants spread across manado. The existence of these branches of pizza hut in manado which it indicates the demand is high and customer of pizza hut is quite a lot. because pizza hut provides a variety of different topping pizzas and has become people's favorite in manado in this case the customers frequently go to pizza hut not only for adults but also children (from all the ages). Pizza hut creates everlasting good image in the mind of every customer even though pizza hut has a strong image towards the customers but there are still some people complaint when visit to pizza hut. That is where the problem came from.

### Research Objectives

Based on circumstances above the research objectives is to know the consumer complaint behavior at pizza hut in Manado and what the factors that make consumer complaint at pizza hut in Manado.

## THEORETICAL REVIEW

### Consumer Behavior

According to Cant, *et al* (2009:63), every person is unique, there are some similarities in consumer buying behavior and they are called behavioral patterns. Consumer behavior is the attitude that consumer shows in order to adapt with the need and wants of the products that they want to buy and purchase in intention to understand deeper and to make sure the individual, groups, or organization satisfy or dissatisfy with the products that they purchase or even not.

### Consumer Complaint Behavior

Complaint can defined as an action taken by an individual, which involves communicating something negative regarding a product or service, to either the firm manufacturing or marketing the product or service, or to some third party according to entity (Jacoby and Jaccard, 1981). Crie (2003:62), defined consumer complaint behavior as a process that constitutes a subset of all possible responses to perceived dissatisfaction around a purchase episode, during consumption or during possession of the goods or services.

### Consumer Dissatisfaction

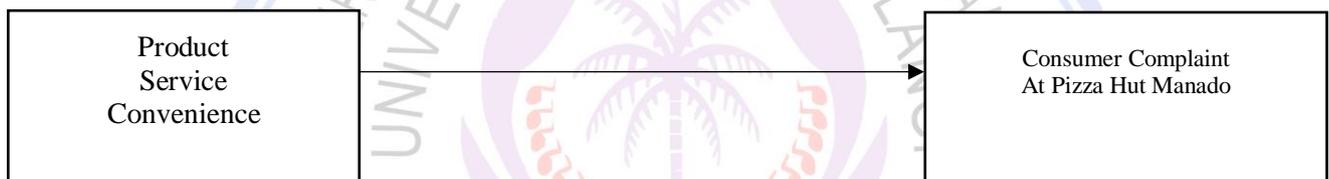
Customer dissatisfaction is that customers are not satisfied with the quality of the business either from the products the business sell, or inadequate services, or from the poor service methods, their impact on customer behavior might not be angry, but they will quietly leave the business to someone else's business that feels more feasible to buy, as a result the business becomes quiet.

### Empirical Studies

Halim and Christian (2013), the title is The Effect of Perception and Attitude Toward Consumer Complaint Behavior. the objective of the paper is to describe the relationship between consumer perceptions and attitudes of complaints against the behavior of their complaint The study also found the more positive the prior complaint experience, the more positive attitude toward complaining, the higher the perceived value of complaint. Emir (2011), the title is Customer complaints and complaint behaviours in Turkish hotel restaurants: The aim of this study is to investigate the level of relationship between the complaints and complaint behaviours of the customers who benefit from the services offered by hotel restaurants and to determine if the complaint behaviours show a difference according to the nationalities a relationship between the customer complaints and complaint behaviours was found and it is determined that customer complaint behaviours show basic differences between the customers coming from different countries. Ndubisi and Tam (2007), the thesis title os Evaluating Gender Differences in The complaint Behavior of Malaysian Consumer The aim of this paper is to investigate whether male and female Malaysian consumers differ in their dissatisfaction complaint behavior and its aftermath the result of this study shows that customer complaint behavior can explain defection.

### Conceptual Framework

Conceptual framework explains about the relation between the variables in this research.



**Figure 1. Conceptual Framework**

*Source: Author's Note, 2019*

## RESEARCH METHOD

### Research Approach

This research is qualitative research methodology which is descriptive research to analyze consumer complaints at Pizza Hut Manado. According to Denzin and Lincoln (1994:1), qualitative research involves the studied use and collection of a variety of empirical materials, qualitative researches use a wide range of unrelated methods, hoping to always get a better settled on the subject matter at hand.

### Population, Sample and Sampling Technique

The population of this research is for all consumers in manado who have visited pizza hut manado. This research use purposive and snowball sampling technique in order to get more valid and detailed result. the researcher took 10 informants to be interviewed based on educational background from college student, from fresh graduated student, next based on job background which is from employee that work in a company and from employee that work in institution and also business man and business woman and bankers, civil servant, maritim cadet, policeman, doctor. Researcher took all the informant in many different backgrounds that have been visit pizza hut manado and purchase their product which are food and beverages. In order to know what factors that makes them complaint, because people have different kind of complaint when they visited Pizza Hut Manado.

### **Data Collection Method**

Data collection method plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection technique is primary data.

### **Operational Definition of Research Variables**

In this research the main variable is consumer complaint behavior which has three indicators like product, service and convenience.

### **Data Analysis Method**

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions, According to Miles and Huberman (1984:10) there are generally steps in qualitative data analysis: Data Collection, data reduction, data display and drawing.

## **RESULT AND DISCUSSION**

### **Result**

The interview is conducted from the informants that have visited pizza hut manado and purchased their products which are food and beverages.

#### **Informant 1**

Ayleen is currently as a college student who really likes to go to Pizza Hut since she was a junior high school student. Even so, Ayleen really likes Pizza Hut's menu there are three items that she likes the most such as Chicken wing, black pizza and cheese fondue. She visits pizza hut more or less 4 or 5 times in a month. According to Ayleen, although she put Pizza Hut as one her favorite restaurant which providing lot of her favorite foods but it still can't be denied that a customer or in this regard as Ayleen perceived a bad experience from Pizza Hut. It happened at Pizza Hut Manado Town Square. She did a complain to Pizza Hut it was both service and product it is because when she ordered a cheese fondue this kind of food is pastry food which serving with cheese topping that it has to be melted by a candle right at the bottom of the plate. In this regard the candle was too short it was not able to melt the cheese. According to Ayleen they supposed to change the candle with another new candle in order to melt the cheese. Not only from the menu, Ayleen also made a complaint of how they behaved or it is exactly about their service she was complaining. While Ayleen and her family having their appetizer they were waiting for their other foods. It was taking so long which makes her bored at that moment. Besides, there is also another complaint from Ayleen which the waiter did not put a smile right on their face during serving the customer in this regard it was Ayleen. Even so, overall Ayleen will keep returning to Pizza Hut cause Pizza Hut is the one and only which serving best pizza in Manado.

#### **Informant 2**

There was a moment she had a bad experience at pizza hut regarding their foods. When she ordered pizza with cheese cycle topping on it somehow it turned out sausage cycle when the pizza arrived. She was quite confused and directly asking to the server why it was so different from the bills she ordered. It might be the server who noted wrong order while he serving giani as the customer it happened at pizza hut Manado town square. She made a complaint cause the order was not as ordered it supposed to be cheese cycle topping not sausage topping in pizza. Giani personally doesn't really like sausage topping when she has a visit to pizza. From their service and convenience both are good enough so far. Even so giani has experienced another experience from pizza hut regarding their service towards customer a waiter likely supposed to greet people when they met during their shift. "I think Warm greetings from waiters is the first impression is often the most important of every restaurant. But when I walked into pizza hut and the first thing she saw was a disgruntled waiter, but the waiter was so distant and didn't give any warm greeting to me as a customer when I walked into a restaurant". As giani said. But After made a complaint against pizza hut the process of her complaint was good, she get a good feedback from them and they also apologized of what had happened to Giani they really handled it well. After all giani will return to pizza hut because pizza hut has her favorite menu and they really wanted to improve whether it is from service or product if they heard something bad happened to their customer.

**Informant 3**

She visits pizza hut more or less 5 times in a month. Regarding the service that Pizza Hut delivers she is quite satisfied with Pizza Hut Manado and becomes one of good restaurants to be visited. However, they are serving good service as Ms. Shinta said it can not be denied that Pizza Hut was still performing a mistake to Ms. Shinta. From the menu she ordered she found that the bread was a bit undercooked or another way she said the bread wasn't cooked yet. From the colour it still looks like uncooked or a bit pale from the bread's texture. Doneness level of yeast bread was underdone as what Ms. Shinta said. The menu or the bread is not as the order as usual. That is why Ms. Shinta was getting upset when it occurred. When she made a complaint against the problem she perceived. Ms. Shinta directly suggested to the waiter or employee to re-baking the bread. *"People have different tastes, but i personally do not like that kind of an undercooked-bread"* as Ms. Shinta said. After that they still would help her to overcome the problem by changing the undercooked-bread to another well-cooked bread as Ms. Shinta wanted. Even so, she still returning back to Pizza Hut it is because she thinks that is not even a big deal for her to stop coming to Pizza Hut again. If only she would find things like a maggot or fly right within the food she would probably will not return to Pizza Hut cause it is so harmful and feeling so dissatisfied It was just about a cook-level that can still be understood cause she thinks people making mistakes. From the case Ms. Shinta made a complaint against Pizza Hut she explained what really happened. From that complaint they do a significant change, when she return to Pizza Hut today she orders the same menu like she ordered the day after before yesterday the doneness level looks well than before. She thinks they do change and won't make the same mistakes. They really listen to their customer. That is why after she made a complaint she keeps returning to Pizza Hut because best Pizza in town goes to Pizza Hut, Ms. Shinta , said.

**Informant 4**

Ivana is a final year student. Ivana had experienced when she came to pizza hut in terms of product and service, she had experienced this kind of a bad thing in terms of the service of Pizza Hut. That happened about a few months ago at the Pizza Hut megamall Manado. When Ivana and her friends finished ordering their food, they sat in the restaurant while waiting for their foods. From their expectations and estimates of time Ivana and her friends thought that their food would not be that long as what they expected. at that moment they were hungry and really wanted to eat pizza. In fact, they had to wait for their order to be ready which taking so long it almost took an hour after ordering. Although, feeling not satisfied against this case but it was not bad after all. An employee of pizza hut's feeling so guilty and sorry because their food had not ready yet. The waiter gave them other foods or it was kind of substitute food or a replacement food while waiting for their own order to be ready. But before they gave another food they had asked to the waiter three times about their order was too long. They directly made a complaint to pizza hut to check for them nicely. After that we were given a replacement meal to wait, said ivana. Although he had felt annoyed about their service. Ivana was not too disappointed with that as what she experienced from pizza. Because ivana thought pizza hut could overcome this problem nicely. Therefore, ivana will still be visiting the pizza hut because after making the complaint a similar thing has not happened to Ivana yet after the previous bad case. Besides, her favorite foods are rare to find. it is because the typical taste and availability of the product of ivana's favorite menu can only be found at Pizza Hut.

**Informant 5**

Ms. Novanda is a banker. She really likes to go to Pizza Hut due to the menu that Pizza Hut offers and provides. Ms. Novanda feels so uncomfortable towards their convenience and facilities. pizza hut's table is getting smaller and that is not okay for her as a customer who visits pizza hut like a lot. This is also not for her own convenience it is for their good, too. Especially for the waiter who carries three or more glass plates at once, if only they just cannot handle it well they might drop it down right on the floor. Carrying multiple plates may seem impossible to many customers, but to a waiter in a busy restaurant like in Pizza Hut they seem like master it but a suggestion from Ms. Novanda is to change the table in order to prevent any unwanted-things. She is feeling not comfy if they keep using the table cause it has no more space when she wants to put other stuff right on the table. Besides, they also need to do a room-renovation just to make narrow space becomes wider and as I said above, they really need to arrange their furniture especially the size of the table, Ms. Novanda said. Even though Ms. Novanda never makes a direct-complaint but she really wants to express what she is really experienced. She will keep returning to pizza hut cause the taste she likes a lot goes to pizza hut up to now.

**Informant 6**

There was a time she entered into the room of pizza hut, look down at the menu. Calling out the waiter

and Ms. Natalie was about to order but she was being ignored by the waiter no one noticed her sitting there while holding the menu. She tried to call out the waiter asked for help but they still didn't serve her. Ms. Natalie was not being served after waiting for minutes still have no response from them. They seemed busy, really busy until I decided not to order, I was trying to calling them I made some signal to the waiter but they still did not serve me. They all seemed so busy and pizza hut had a lot of visitors at that moment. I tried talk to another waiter but I was still being ignored. I had no more options until I chose move to another restaurant. Although, I did not make any complaints how they behaved but it left me a bad experience as a customer. Even though I experienced it that bad but I do want to visit pizza hut. it is because after the previous bad case they do not make the same mistake, they do change and also the typical taste and availability of the product of my favorite menu can only be found at Pizza Hut. As Ms. Natalie said.

#### **Informant 7**

She visits pizza hut more or less 5 or 6 times in a month. Speaking of pizza hut's service she is not really satisfied against their service at pizza hut manado town square comparing to pizza hut pall dua. She knows they both are same pizza hut Manado town square and pizza hut pall 2. But why is the service the way they do so different. They really need to improve it. As Ms. Maria said. She personally prefers to go to pizza hut pall 2 rather than pizza hut Manado whether it is about the service or the location is just nearby from her office. I won't take too long. Speaking of the service Ms. Maria has ever experienced another a bad experience from pizza hut's waiter sometimes being distant and showing an act in a way that shows unfriendly-attitude towards Ms Maria. For the instance; while the waiter serving Ms. Maria the waiter didn't smile at her and shows don't want to serve Ms. Maria as the customer. She tried calling out the waiter but they didn't seem to serve Ms. Maria that is not amicable as what Ms. Maria said. Even so, Ms. Maria will keep returning to pizza hut it is because they seem change from a bit bad service to be a better service than before. Regarding the taste pizza hut is still be her favorite place to visit. They provide delicious pizza in town even there are others pizza restaurant it cannot beat pizza hut's taste for me personally and the price is affordable according to her.

#### **Informant 8**

Christy is a final student. There was a moment when she ordered. In a few minutes the food was ready. While the woman or another waiter approaching to chirsty carrying plates (food) with a tray. But it was not as she expected. It was totally different of what she ordered. She ordered beef corn pizza but it turned out kind of another menu it changed from pizza to pasta. The server might be wrong when he took the orders. It was so confusing for her cause she thought she properly order the food as what she wanted. The server might not listen carefully or even misread the bills. When an another waiter came while holding the plates and states the item to her before the waiter put the plates down she immediately said it wasn't her orders. She directly made a complaint to the server saying that was not as the order. Hence, she asked to the waiter that she needed to go back and check the bills just to make sure whether chirsty made a mistake or from the waiter itself while he taking the order. It was probably the waiter noted wrong order. Christy ordered pizza but waiter wrote it as pasta or another item. After made a complaint to the woman she did not even say a sorry word from her. She insisted chirsty to take the order. She was like arguing when chirsty resisted the wrong order. the server looked like blaming chirsty "*she did not smile at us at that moment*" as chirsty said. After discussing with the waiter she went back to the kitchen in order to make sure regarding the wrong order and then the waiter came up with an apology to chirsty it is because chirsty's orders were not written as she order. After waiting for a few minutes the food was ready. They changing the menu as christy's order. The food was ready to be eaten it looked like what she ordered. Regarding the taste pizza hut is still be her favorite place to visit. They provide delicious pizza in town and pizza hut has delicious tuna melt which becomes her reason coming back to pizza hut.

#### **Informant 9**

There was a moment when she ordered her food by calling out and asking to a waiter to serve her. In a few minutes the food was ready. While the woman or another waiter approaching to Esmeralda carrying plates (food) with a tray. Esmeralda had a look on it. But it was not as she ordered it was totally different of what she ordered. She ordered beef corn pizza but it turned out kind of another menu it changed from pizza to pasta. The server might be wrong when he took the orders. It was so confusing for her cause she thought she properly order the food as what she wanted. The server might not listen carefully or even misread the bills. When an another waiter came along while holding the plates and stated the item to her. She directly made a complaint to the server saying that was not as the order. Hence, she asked to the waiter that she needed to go back and check the bills

just to make sure whether Esmeralda made a mistake saying wrong order or it was from the waiter itself while he taking the order. It was probably the waiter noted wrong order. Esmeralda ordered pizza but waiter wrote it as pasta or another item. After made a complaint to the woman she did not even say a sorry word from her. She insisted Esmeralda to take the order. She was like arguing when Esmeralda resisted the wrong order. The server looked like blaming Esmeralda “*she did not smile at us at that moment*” as Esmeralda said. After discussing with the waiter she went back to the kitchen in order to make sure regarding the wrong order and then the waiter came up with an apology to Esmeralda and her friends it is because Esmeralda’s orders were not written as she order. After waiting for a few minutes. They changing the menu as Esmeralda order. The food was ready to be eaten it looked like what she ordered but another bad thing happened they didn’t add the topping to her pizza she was actually saying it while the waiter made notes of hers and her friends’ orders. Esmeralda was quite disappointed but she knew people are making mistakes it is so common. Regarding the taste, pizza hut is still be her favorite place to visit. It is because pizza hut provides delicious pizza in town and pizza hut has delicious beef corn menu which becomes her reason coming back to pizza hut.

### Informant 10

Ms. Bertha is a doctor. As a housewife and a mother of a daughter. Ms. Bertha and her daughter do like meat lovers, fettuccine carbonara and pizza puff pastry which becomes her daughter most favorite food when they visit to pizza hut more or less 6 or 7 times in a month. According to Ms. Bertha, she is satisfied with Pizza Hut’s service so far, they deliver good service. Regarding the convenience, so far she is so comfy with pizza hut’s both convenience and service. However, every business either it is a restaurant or coffee shop they still cannot predict if only bad things will happen for the instance. There is one thing makes Ms. Bertha felt so disappointed somehow. There was a moment when Ms. Bertha ordered puffy pastry for her daughter she found the puffy pastry was burned and charred. She usually didn’t find it somehow. After they delivering and putting the food on the table she had a check on it knowing it was charred. She directly made a complaint against pizza hut. She was telling this to them so that they will not make the same mistake to others not just because she really likes this kind of food but it is for their good, too. Besides, according to Ms. Bertha from other aspects of pizza hut she is satisfied and hope they keep up the good work and improving the things from any aspects especially as what she experienced as a loyal customer. Even so, she really likes to return at pizza hut. It because they do change and improve what they supposed to improve from little things for the example after Ms. Bertha made a complaint. That is why she still coming back to pizza hut manado.

### Discussion

Customer complaint is a crucial component in each of a business. customer complaints are a customer feedback against companies that usually tend to be negative, this feedback can be done in writing or verbally. customer complaints are usually due to problems such as weak responsibility, no response from the staff or server or helpfulness, product availability, store or company policy, as well as service recovery. There is no evidence this case does not happen in fancy or expensive restaurants or any restaurant. Because of any kind of restaurant from the usual to the restaurant class as fancy as ever, there must have been a problem in the kitchen either from the restaurant or anything else. Likewise in pizza hut, there must be some customers who have complained about the product especially the food from pizza hut itself. Although pizza hut is a fast food that is well-known in the world, it is good in terms of service and food, but it is inseparable from unexpected-things might be happened that would probably harm either customer or pizza hut itself, specifically in the form of consumer complaint on foods. Based on this research a few people made a complaint against pizza hut which is it is still cannot be denied that customer complaint it really happened at pizza hut. The informants said, from Ayleen Senduk’s experience, a food of pizza hut menu is cheese fondue which this kind of food needs a new candle to melt the cheese customer found problem the candle was too short hut after made a complaint they accept it as Ayleen wanted that they need to be responsible to that then she directly made a complaint against pizza hut’s waiter. Giani Reppi’s experience, the different pizza topping as not as the order when she ordered cheese topping for the pizza cycle it turned out sausage topping and then she directly made a complaint against pizza then she directly made a complaint against pizza hut’s waiter. From Shinta Marentek’s experience, She made a complaint about the doneness level of yeast bread was underdone the bread was undercooked which it is not like usual when she orders the order that is different from the order then she directly made a complaint against pizza hut’s waiter. From Christy Polli’s experience, once she ordered pizza hut after waiting for the food to be ready and when the waiter wanted put it down the order is different from what she ordered it became another menu from pizza turned out pasta then she directly made a complaint against pizza hut’s waiter. From Marcella Esmeralda’s experience, her order was not

as her order, first she ordered pizza with cheese topping but they the waiter got it wrong it turned to be pasta after complaining they change it but the topping variant was wrong it was still as not she order. another customer complaint of food is from Bertha Stio's experience, which is the puffy pastry was charred and burned then she directly made a complaint against pizza hut's waiter. Another aspect to analyse on this research is convenience. Regarding the convenience of visitors, one of the expensive values that needs to be concerned by a business that provides services and products. A restaurant that has good atmosphere. Based on this research found that from Novanda Dolim's experience Pizza hut's table is getting smaller and that is not okay for her It is way too small she is not so comfy felt not so comfy where she having her lunch or dinner at pizza hut cause the table size is so small she suggest to change the furniture especially the table size. From Giani Reppi's experience Pizza hut really need to add some space because room seems like has no space to move it is really hard for her to do some activities when the restaurant packed with many people it would be so crowded. Visitors will feel comfortable if what is needed is available in public places. The more customer visit can cause others complaint, The most important thing in a restaurant besides the kitchen is the quality of service. In general, a good service will certainly have a positive impact on customers. Customers who feel that perceived good service is a distinct advantage for the company. Good and prime service will potentially grow loyal customers. Based on this research a few customers have a bad service experience against pizza hut. From Ayleen Senduk's experience the waiter did not smile at her while the waiter serving even though pizza hut is known as one of best service serving to their customers in this case Ayleen did not make any actions or not directly complaining to either Pizza Hut or the waiter itself and it was taking so long to take her order. Giani Reppi's experience when she was at pizza hut is when the waiter did not give any greetings when giani walked in to pizza hut they just be quite no words came out of their mouth to greet her but in this case Giani did not make any actions or not directly complaining to either Pizza Hut or the waiter itself. From Ivana Maleke's experience Ivana had to wait for her order before it arrived it was taking so long it almost took an hour after ordering it really made her disappointed and she did directly complaint to pizza regarding time which taking so long. From Christy Natalie's experience waiter ignoring her which she was not being served She tried to call out the waiter but they were just ignoring her which means they didn't serve her until she left pizza and she did not make any actions or not directly complaining to either Pizza Hut or the waiter itself. From Maria Esther's experience Pizza hut's waiter sometimes being distant and showing an act in a way that shows unfriendly-attitude they didn't seem to want to serve her and sometimes they didn't smile at her while serving her she did not make any actions or not directly complaining to either Pizza Hut or the waiter itself. from Nadesia Polii's experience she said that the waiter's service is also was not friendly and they note her order wrong but in this case she did not make any actions or not directly complaining to either Pizza Hut or the waiter itself about pizza hut's service. From Esmeralda Marcela's experience the service of the was not good waiter didn't smile at her and unfriendly and also the waiter noted her order wrong but in this case she did not make any actions or not directly complaining to either Pizza Hut or the waiter itself about pizza hut's service. Those all complaints are answered by the informants who really have bad service experiences at pizza hut. From this research there are ten informants who have a complaint against pizza and they are being interviewed it implies from 1 to 10 have a bad experience when they once visited pizza hut. From the three aspects of this research focusing on which are product, service and convenience among these 10 informants each of them have more than one complaint which they have complaint in each of those aspects (product, service, convenience) show 2 people have a complaint regarding the convenience of pizza hut, 6 people have a complaint regarding the food of pizza hut and 7 people have complaints against the service of pizza hut. Based on the research regarding the complaints against pizza hut's *convenience* from 2 informants, for each of their complaints from these 2 informants' convenience complaints the problems are still not solved yet . there is no significant change from pizza hut up to now since they perceived and realized the problem which is about convenience. The convenience complaints are In this case the convenience complaints are Pizza hut's table is getting smaller and the room space is small it is hard for her to make some moves. from these 2 informants do not give any suggestions yet to pizza hut of what they complained about either they do it by basic complaints which are verbal-complaint or written-complaint that is why up to now pizza hut doesn't do changes towards convenience especially the convenience complaints from these 2 informants.

Based on the research regarding the complaints against pizza hut's foods from 6 informants. 3 of these informant's complaint towards food is overcome well when they asked for help and directly complaining to waiter the complaint process was solved by re-making the dishes. The food complaints of these 3 informants are (cheese founde's candle, pizza hut cycle topping, wrong item) and the waiter apologizing to them of how they did. For these the other 3 informants their dishes were not re-making but they still made a complaint about the foods but in this case when it happened to these 3 informants the food complaints are (doneness level of yeast bread was

underdone, the order was not as the order, puffy pastry was charred and burned) but they were still consuming it even though it was wrong according to these 3 informants although, the foods were not as they expected. Even so, the waiter saying sorry for that happen to these 3 informants and they appreciated the explanation. Based on the research regarding the complaints against Pizza Hut's service from 7 informants. From these 7 informants who also have bad experiences against pizza hut service. 1 of 7 informants said that her service complaint was she needed to wait for almost an hour before the food to be ready. Hence, she directly made a complaint to the waiter and pizza hut, the complaint process was quite good cause they handling the complaint well they gave a replacement food while she was waiting for her order. For the rest of these informants there are 6 informants who have bad experiences against pizza hut's service. The service complaints are (the waiter did not smile at customer, waiter did not give any greetings, customer was not being served, ignoring customer, shows unfriendly-attitude) from these all complaints these 6 informants did not do any actions or directly complaining to either pizza hut or the waiter of how the waiters behaved towards these 6 informants. That is why these 6 informants do not any feedback from pizza hut of what really happened. Because of that they really felt dissatisfied and they just could not help wondering why pizza hut waiter as one of top fast food that has good or even best service quality from service aspect towards their customers but why it was really make them as customers upset and found that curious when the waiters performing those kind of bad services towards the informants. Overall, from these 10 informants who have several complaints against each of pizza hut's convenience, service and product. Even though they had made a complaint against pizza hut but they all; these 10 informants will keep returning to pizza hut for the main reasons it is because for them all pizza hut restaurant provides good taste which best pizza suits them and becomes the one only fast food restaurant that selling or providing pizza menu hut in Manado. It is probably pizza hut is very satisfied with the service products and convenience and overall team performance as what pizza hut thinks, but customer complaints can serve as an eye opener. This is the truth about the quality of services, products and convenience from pizza hut. dissatisfied customers can give direction for progress. Helping to understand consumers in a better way. Complaint stories can help Pizza Hut understand customers in a better way. Sometimes customers complain about unnecessary policies and procedures, and may not be appropriate for them. This could be a big correction for pizza hut itself and Complaints help identify wrong products, convenience and services. Complaints from customers can be used in some ways because it comes directly from customers.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the result and the discussion from previous result it can be concluded that the customer complaint usually occurred when customer visited pizza hut and perceived bad experiences from pizza hut. In this research the customers might have a complaint against pizza hut's foods, service and convenience. Customers complaining about the those aspects such as cheese founde's candle, pizza hut cycle topping is different, wrong items, doneness level of yeast bread was underdone, the order was not as the order, puffy pastry was charred and burned, the waiter did not smile at customers, waiter did not give any greetings, customer was not being served, ignoring customer and shows unfriendly-attitude. Overall consumer complaint often happened at Pizza Hut cause many people are still visiting pizza hut where there might still be a possibility of a complaint. In this research all the informants are being interviewed that directly made a complaint about Pizza Hut. The point is people will make a complaint when they get negative feedbacks whether it is from service, food or convenience. Generally, customers will make a complaint when customers do not feel comfortable, the foods do not suit with their taste or expectation and experiencing poor services about Pizza Hut. Overall from all the informants they all made a complaint about Pizza Hut in this regard for a good purpose which it is for something useful and helpful for them in the future.

### Recommendation

This research is conducted in order to explore generally about the complaints of Pizza Hut Manado customers in Manado. Here are some recommendations proposed and found with this research for customers, Pizza Hut and next researcher.

1. For customer, it is good to know about the customer complaint because they need to understand what factors that makes them complaint.
2. For Pizza Hut, this research may be useful in order to decrease the level of complaints and to improve Pizza Hut's performances. Create understanding of how to handle complaints if complaints arise in the future. Learn

- and accept complaints as valuable feedback, not as criticism. make it a record that can be used to analyze the possibility of improving services, products or convenience in the future.
3. For the future researchers, this research hopefully will help in doing their research using the findings regarding with the topic and even help as a guidance in selecting the method of the research about consumer complaint.

## REFERENCES

- Cant, M.C., J. W., Strydom, C. J., and Jooste, du P. P. J. 2009. *Marketing Management*. 5thEd. Pp.63. Juta Academic, South Africa.
- Crie, D. 2003. *Consumers' Complaint Behaviour. Database Marketing and Customer Strategy Management*. Vol. 11, 1, 60–7. Pp 62. Henry Stewart Publications, France.
- Denzin, N.K., and Lincoln, Y.S. 1994. *Handbook of Qualitative Research. Thousand Oaks, 3<sup>rd</sup>ed. Pp.1. Sage Publication, California*.
- Emir, O. 2011. Customer Complaints and Complaint Behaviours in Turkish Hotel Restaurants: An Application in Lara and Kundu Areas of Antalya. *African Journal of Business Management*. Vol.5 No.11. Available at:[http://www.researchgate.net/publication/228436030\\_Customer\\_complaints\\_and\\_complaint\\_behaviours\\_in\\_Turkish\\_hotel\\_restaurants\\_An\\_application\\_in\\_Lara\\_and\\_Kundu\\_areas\\_of\\_Antalya](http://www.researchgate.net/publication/228436030_Customer_complaints_and_complaint_behaviours_in_Turkish_hotel_restaurants_An_application_in_Lara_and_Kundu_areas_of_Antalya). Accessed on 28 February 2019.
- Halim, R. E., and Christian, F. 2013. The Effect of Perception and Attitude Toward Consumer Complaint Behavior. *Journal of Distribution Science*. Vol.11 No.9. Available at: [http://www.academia.edu/11326179/The\\_Effect\\_of\\_Perception\\_and\\_Attitude\\_Toward\\_Consumer\\_Complaint\\_Behavior](http://www.academia.edu/11326179/The_Effect_of_Perception_and_Attitude_Toward_Consumer_Complaint_Behavior). Accessed on 28 February 2019.
- Jacoby, J., and Jaccard, J. 1981. The Sources, Meaning, and Validity of Consumer Complaint Behaviour: a Psychological Analysis. *Journal of Retailing*. Vol 57, No 3. Available at: [http://www.researchgate.net/publication/232569924\\_The\\_sources\\_meaning\\_and\\_validity\\_of\\_consumer\\_complaint\\_behavior\\_analysis](http://www.researchgate.net/publication/232569924_The_sources_meaning_and_validity_of_consumer_complaint_behavior_analysis). Accessed on 28 February 2019.
- Miles, M. B., and Huberman, A. M. 1984. *Qualitative Data Analysis a Sourcebook of New Methods*. Pp.10. SAGE Publications Inc, California.
- Ndubisi, N. O., and Tam, Y. L. 2007. *Evaluating Gender Differences In The Complaint Behavior of Malaysian Consumers*. *Asian Academy of Management Journal*. Vol. 12, No. 2. Available at: [https://www.researchgate.net/publication/43655783\\_Evaluating\\_gender\\_differences\\_in\\_the\\_complaint\\_behavior\\_of\\_Malaysian\\_consumers](https://www.researchgate.net/publication/43655783_Evaluating_gender_differences_in_the_complaint_behavior_of_Malaysian_consumers). Accessed on 28 February 2019.