

ABSTRACT

In order to keep customer loyalty in online shopping, complaint behaviors are important. Complaint behavior provide an insight into the customer's experience of service failure and help to redress the failures. Based on the previous studies, customer satisfaction is important as a mediator for complaint intentions. It is critical to examine the antecedents of customer satisfaction and its links to complaint intentions. In this context, there are three major concerns: justice, technology and trust. This study proposes a research models to combine these issues, in order to investigate complaint intentions. This study aimed to test the influence of distributive justice, procedural justice, interactional justice, expectation-confirmation, perceived usefulness, and trust on customer satisfaction, in turn, to intention to complain in online shopping. Also this study aimed to test the influence of prior online shopping and perceived responsiveness to the link between customer satisfaction and intention to complain.

This type of research is causal research with quantitative approach. This study used purposive sampling approach, which the sample consists of respondents who had negative experience in online shopping. Respondents in this study amounted to 277 people. The analysis in this study used a model of SEM (Structural Equation Modeling) and processed by using SPSS software version 16.0 for Windows and Amos 16 to test the measurement and structural model.

The result indicates that perceived usefulness and distributive justice contribute significantly to customer satisfaction and, in turn, to complaint intentions, but procedural justice and interactional justice does not. Trust and expectation-confirmation is so important in determining the two target variables. The prior online shopping experience does not influence the link between customer satisfaction and intention to complaint, in online shopping, but the perceived responsiveness does. The implications for managers and scholars are also discussed.

Keywords: Online Shopping, Customer Satisfaction, Complaint Intention, Justice Theory, Trust