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The Effect Of Complaint Handling And Service Quality On Customer Satisfaction Of Maju Matan Printing In Surabaya

Wahyu Darmawan [1], Damajanti Sri Lestari [2], Moch. Arfani [3], Liling Listyawati[4]

[1,2,3,4,] Faculty of Administrative Sciences, Dr. Soetomo University Surabaya

Email: damajanti.sri@unitomo.ac.id

Abstract

This research is directed to explore how managing customer complaints and the quality of services provided can shape the level of consumer satisfaction at the Maju Mapan Surabaya Printing House. The approach taken is quantitative, with all printing customers being the coverage of the population, then filtered into This study involves 96 individuals who were selected not at random, but through a purposive sampling process according to the criteria that have been determined by the researcher. Data collection was carried out through a Likert scale questionnaire, then processed using multiple linear regression analysis, complete with By applying validity, reliability, and classical assumption tests as the initial gateway for data processing, it was revealed that complaint management reflects a real influence on customer satisfaction, as well as service quality. If both are tested together, the effect remains significant with an Adjusted R^2 value of 0.601. This means that 60.1% of changes in customer satisfaction are influenced by these two factors, while another 39.9% come from the influence of external factors that are not accommodated in the scope of this study. This conclusion confirms that prompt response to complaints and quality service are strategic keys in maintaining consumer satisfaction in the printing sector.

Keywords: Complaint handling, service quality, and customer satisfaction

INTRODUCTION

Competition in the printing service business in the country, especially in metropolitan cities such as Surabaya, is fierce in line with technological developments and the increasing need for high-quality printing services. The success of a printing company does not only depend on the

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quality of the prints, but also on the quality of the services provided and the ability to handle customer complaints. According to Kotler and Keller, effective complaint handling can maintain customer loyalty despite previous dissatisfaction (Kotler & Keller, 2016). Research on Honda Astra Motor, for example, shows that the effectiveness of customer handling is 58.9% (Dwiya, 2018). This emphasizes that quick response and appropriate solutions to problems faced by customers are one of the keys to the success of the service business.

Service quality is also a key element in determining the level of consumer satisfaction. Based on Parasuraman et al.'s SERVQUAL approach, service quality is described through five dimensions (Parasuraman et al., 1988). Research on Gramedia Surabaya indicates that this dimension has a trace of influence on customer satisfaction (Salby Alamry, 2017). Similar results were found in a study at Mr. Sun Fries Royal Plaza Surabaya which revealed that good service quality directly increases consumer satisfaction (Purnawati, 2019).

The relationship between complaint handling, service quality, and consumer satisfaction level is not exclusive to the retail world; Other service sectors also showed it. Research at JNE Padang proves that these two variables, when tested together, have a significant positive impact on customer satisfaction (Alfira & Yuliviona, 2023). In the banking sector, a study on the BRI Lamongan Branch showed similar results, where the quality of service and handling of complaints together were able to increase customer satisfaction (Febrianti et al., 2022). The consistency of the empirical signals from this study shows that this phenomenon applies across industries, including printing services.

In the context of the printing industry, research on Prima Grafika, the empirical evidence revealed from this study indicates that the quality of service has a significant impact on customer attachment, with satisfaction acting as a bridge of influence (Karuniawan & Santika, 2023). However, a study that specifically examines the relationship between complaint handling, service quality, and customer satisfaction in Surabaya, especially at Maju Mapan Printing. The reason is because until now it is still rarely done. In fact, with a large number of printing business actors, Surabaya has become an arena for intense business competition. Every service provider is required to provide excellent service so that customers can survive.

Based on this description, this study is directed to explore the impact of handling complaints on customer satisfaction levels, examine the influence of service quality on satisfaction, and test the simultaneous relationship between the two at the Maju Mapan Printing in Surabaya. The results are expected to provide added value in developing service and complaint management approaches for printing business actors, as well as enriching the scientific literature in the field of service marketing management.

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THEORETICAL FOUNDATION

1. Complaint Handling

Handling complaints or complaints is an action taken by the company when customers experience disappointment with the quality of services or goods provided. This process is an important strategy to improve service quality and maintain good relationships with customers (I., 2007).

According to Tjiptono and Candra, effective handling of complaints can be measured through several key indicators (Tjiptono & Chandra, 2012):

a. Empathy

Companies should show empathy by listening to and understanding customer complaints that are feeling angry or emotional. This attitude is essential to relieve tension and make customers feel appreciated.

b. Speed

A quick response to customer complaints is crucial. Responsive handling can increase customer satisfaction and potentially turn negative experiences into positive ones, thus maintaining their loyalty.

c. Justice

It is important for companies to be fair in solving problems. The solutions provided must benefit both parties involved, both service users and business managers, so as to create a harmonious relationship.

d. Ease of Communication

Companies should provide an accessible and simple communication system for customers to raise their complaints. This convenience ensures that any feedback from customers is well received and acted upon.

2. Quality of Service

Service quality is the result of the management and pursuit of excellence by the company to adapt to customer desires (Tjiptono, 2014). This is important to create a competitive advantage. By meeting customer needs, companies allow customers to compare what they sacrifice (money, time, etc.) with the benefits they receive, which is the basis for assessing the quality of service.

According to Kotler and Keller, there are five main indicators to measure the quality of service (Kotler & Keller, 2016):

a. Reliability

The company is able to deliver on its service promises consistently, accurately, and

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reliably.

b. Responsiveness

The company is quick in responding to customer needs and effective in handling complaints.

c. Jaminan (*Assurance*)

Employees are competent, courteous, and trustworthy, so customers feel safe.

d. Empati (*Empathy*)

The company pays personal and sincere attention, and strives to understand the unique needs of each customer.

e. tangible

The physical appearance of the company, such as facilities and equipment, is well-maintained and looks professional.

3. Customer Satisfaction

Satisfaction reflects the emotional state that consumers feel when the results or experiences obtained reflect the customer's expectations. The achievement of high customer satisfaction is very beneficial for the company. The main factor that shapes this satisfaction is the customer's assessment of the perceived quality of service. In other words, Customer satisfaction is a reflection of consumers' feelings of likes or dislikes when weighing the performance results of a product or service and confronting it with their initial expectations (Lupiyoadi & Hamdani, 2016).

According to Irawan quoted by (Listyawati & Sari, 2020), There are several key indicators that indicate the level of customer satisfaction, namely:

a. Satisfaction with products and services

A feeling of satisfaction in customers is present when the reality of the quality of the company's products and services goes hand in hand, or even exceeds, the ideal image stored in their minds.

b. Repeat purchases

Satisfied consumers are generally encouraged to repeat purchases of similar products or return to the same service, which is an indication of loyalty.

c. Recommendations to others

d. Fulfillment of needs and expectations

Customers achieve satisfaction when the purchased item truly meets their needs and is in line with existing expectations.

The following is a conceptual framework that is used as a guideline in the implementation of

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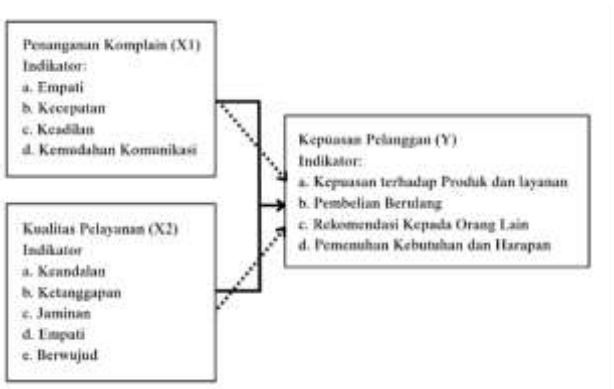
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research:

Figure 1 Research Conceptual Framework



Source: Author's Processing

Based on the concept map that has been presented, the provisional conjecture that is the basis for the direction of this research is outlined in the following formulation:

1. First Hypothesis
   H1: The existence of complaint handling (X1) affects customer satisfaction (Y)
   H0: The existence of complaint handling (X1) does not affect customer satisfaction (Y)
2. Second Hypothesis
   HI: The existence of service quality (X2) affects customer satisfaction (Y)
   H0: The existence of service quality (X2) does not affect customer satisfaction (Y)
3. Third Hypothesis
   HI: The existence of complaint handling (X1) and service quality (X2) simultaneously affects customer satisfaction (Y)
   H0: The existence of complaint handling (X1) and service quality (X2) simultaneously does not affect customer satisfaction (Y)

RESEARCH METHODS

Types and Approaches to Research

The method used is quantitative, aiming to calculate and statistically analyze the extent to which complaint handling and service quality affect consumer satisfaction. This approach was chosen because it allowed the researcher to collect numerical data from respondents (customers of Perdruk Maju Mapan) through questionnaires. The data will then be processed using statistical methods in order to test the research assumptions and ensure the factual connection between variables.

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Research Location

The location of this research was determined at the Maju Mapan Printing Office located in Petemon, Sawahan District, Surabaya, East Java. This location was chosen because it is the main object to be researched. The selection of the city of Surabaya as the location of the research is also based on its position as one of the largest business and industrial centers in Indonesia, so that the data obtained can provide a relevant picture of the competition in the printing industry.

Population and Sample

This study positions all users of Maju Mapan Printing services in Surabaya as a population. With the uncertainty of population numbers, sampling was carried out non-probability through purposive sampling techniques, where respondents were selected according to certain criteria that were appropriate to the focus of the study. The determination of the sample size will be calculated using the Lemeshow formula as referred to by Handoko (2024), namely:

$$n = \frac{\mathrm{z}^2.\mathrm{P}(1-\mathrm{P})}{d^2}$$

Information:
n is the number of samples needed
z is the z-value at a given confidence level (95% = 1.96)
p is the maximum estimate used
d is the rate of error that occurred

Based on the formula that has been written above, in determining the number of samples with the Lemeshow formula, it can be calculated as follows:

$$n = \frac{1{,}96^2.0{,}5(1-0{,}5)}{0{,}1^2}$$

$$n = \frac{3{,}8416^2.0{,}5.0{,}5}{0{,}1^2}$$

$$n = \frac{0{,}9604}{0{,}1^2}$$

$$n = 96{,}06$$

$$n = 96$$

The calculation carried out resulted in a sample requirement of 96 respondents for this study. The criteria for sample selection (*purposive sampling*) are customers of Maju Mapan Printing in Surabaya who have at least used the service or bought products from the printing

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company at least once.

Data Types and Sources

This study uses quantitative data, which consists of two main sources. Primary data was obtained directly from respondents through the distribution of questionnaires. Meanwhile, secondary data is compiled from various information trails, ranging from company documents and archives, marketing reports, to other supporting sources that are directly related to the direction of this research.

Data Collection Techniques

The research data was collected using a closed-ended questionnaire formatted The measurement scale used was a five-level Liker, ranging from "strongly disagree" to "strongly agree", with question items designed to refer to the variable indicator elements of complaint management, service quality, and customer satisfaction. Before the instrument was launched to the respondents, a series of validity and reliability tests were carried out to measure the precision and consistency of the measuring instrument.

Data Analysis Techniques

Data analysis was carried out using multiple linear regression to examine the simultaneous impact of the variables of complaint handling (X1) and service quality (X2) on customer satisfaction (Y). Before modeling was carried out, the validity test of the instrument was carried out using the Pearson correlation technique, while its reliability was tested using Alpha Cronbach. To ensure that the model is feasible to use, a classical assumption test that includes a series of classical assumption tests that include normality, multicollinearity, and heteroscedasticity is carried out first. The analysis of the influence of each independent variable uses the t-test, while the F-test is used to examine the joint influence of the two variables. The value of R^2 reflects the proportion of variation of the dependent variable described by all independent variables. The entire data processing process will be assisted by the SPSS application.

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RESULTS AND DISCUSSION

Result

Validity Test

Table 1 Validity Test Results

Statement Items	R Count	R Table	Conclusion
Complaint Handling			
X1.1	0,817	0,2006	Valid
X1.2	0,789	0,2006	Valid
X1.3	0,849	0,2006	Valid
X1.4	0,739	0,2006	Valid
Quality of Service			
X2.1	0,737	0,2006	Valid
X2.2	0,770	0,2006	Valid
X2.3	0,717	0,2006	Valid
X2.4	0,708	0,2006	Valid
X2.5	0,631	0,2006	Valid
Customer Satisfaction			
Y1	0,784	0,2006	Valid
Y2	0,777	0,2006	Valid
Y3	0,778	0,2006	Valid
Y4	0,734	0,2006	Valid

Sources of primary data processing (2025)

The validity test was carried out using *Pearson's Product Moment* method at the significance level of α = 0.05 with the number of samples N = 96, so that the *table r* value of 0.2006 was obtained. Of the 13 statement items tested on 96 respondents of Maju Maju Printing Plant, *the* r-value ranged from 0.631 to 0.849. Because *r* calculates the >r table, so the variable is declared valid.

Reliability Test

Table 2 Reliability Test Results

Variable	Alpha	Information
Complaint Handling	0,805	Proven Reliable
Quality of Service	0,756	Proven Reliable
Customer Satisfaction	0,768	Proven Reliable

Sources of primary data processing (2025)

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Based on the results of the reliability test in the table, all variables—from complaint handling, service quality, to customer satisfaction—obtained a Cronbach's Alpha value higher than 0.6, indicating that this research instrument can be trusted to produce consistent and valid data.

Classic Assumption Test

Normality Test

Table 3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized
Asymp Sig.(2-tailed)		0,001
Exact Sig.(2-tailed)		0,083

Sources of primary data processing (2025)

The results of the normality test showed a significance value of 0.083 (> 0.05), which indicates that the distribution of the data follows a normal pattern, making it suitable for use in further statistical analysis processes.

Multicollinearity Test

Table 4 Multicollinearity Test Results

Variable	Collinearity Statistics	
	Tolerance	VIF
Complaint Handling	0,487	2,054
Quality of Service	0,487	2,054

Sources of primary data processing (2025)

Referring to the results of the multicollinearity test in the table above, the free variables showed tolerance values (0.487 and 0.487) which were all significance values obtained more than 0.1, and the Variance Inflation Factor (VIF) values of each independent variable = 2.054 and 2.054 were all below the critical limit of 10. This condition indicates that the regression model is free of multicollinearity problems, which means that independent variables do not show significant correlations between each other in the context of this study.

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Heteroscedasticity Test

Table 5 Heteroscedasticity Test Results

Variable	Sig.
Complaint Handling	0,180
Quality of Service	0,156

Sources of primary data processing (2025)

Based on the results of the heteroscedasticity test in the table above, all independent variables have significance values of 0.180 and 0.156, respectively. Because the significance value exceeds the limit of 0.05, the regression model used does not experience heteroscedasticity problems.

Testing Hypothesis

Multiple Linear Regression Analysis

Table 6 Results of Multiple Linear Analysis Test

Model	Unstandardized B	Coefficient s Std Error
(Constant)	1,127	1,452
Complaint Handling	0,453	0,103
Quality of Service	0,384	0,082

Sources of primary data processing (2025)

Based on the information presented in the table, the regression equation of the analysis results can be formulated as follows:

Y = 1.127 + 0.453X1 + 0.384X2

This equation shows that:

1. Aconstant value (1.127) means that customer satisfaction (Y) will be at that value if the variables of complaint handling (X1) and service quality (X2) are zero.
2. Handling of complaints (X1) and service quality (X2), has a positive effect on customer satisfaction levels, which indicates that a 1% increase in each independent variable will increase customer satisfaction by 0.453% and 0.384%, respectively.

Simultaneous Test F

Table 7 Simultaneous Test Results F

Model	F	Sig.
Regression	72,589	0,000[b]

Sources of primary data processing (2025)

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In the series of data presented in the table, the number F calculated is displayed at 72.589. Based on the degrees of freedom 1 and 94, the threshold value of the table F is recorded as 3.942. The fact that the F value exceeds this critical value indicates that the variables of complaint handling and service quality simultaneously have a significant effect on customer satisfaction.

Determinant Test (R2)

Table 8 Determinant Test Results (R2)

Model	R Square	Adjusted R Square
1	0,610	0,601

Sources of primary data processing (2025)

The Adjusted R Square value of 0.601 reveals that 60.1% of customer satisfaction dynamics can be explained through the variables of complaint handling and service quality, while the remaining 39.9% are areas that are still obscured by other variables outside this model.

Partial test t

Table 9 Partial Results t

Variabel X	T	Sig.
Complaint Handling	4,401	0,000
Quality of Service	4,675	0,000

Sources of primary data processing (2025)

Referring to the partial t-test results listed in the table above, the test results show:

1. H1 Hypothesis (Complaint Handling)

With a significance value of 0.000 which is below the threshold of 0.05 and t count 4.401 which crosses the critical limit of 1.661, it can be concluded that the handling of complaints has a significant influence on customer satisfaction.

2. H2 Hypothesis (Quality of Service)

The second hypothesis is confirmed by a significance value of 0.000 (< 0.05) and t count 4.675 (> 1.661), which indicates that the quality of service significantly affects customer satisfaction.

These findings are in line with previous theories and studies that confirm that both complaint handling and service quality, partially or simultaneously, contribute positively to improving customer satisfaction.

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CONCLUSION

A study that delves into the correlation between complaint handling and service quality on customer satisfaction levels at Maju Mapan Surabaya Printing comes to the fore with two central findings that are quite striking. First, through simultaneous testing (F test), the complaint handling variables (X1) and service quality (X2) collectively had a significant influence on customer satisfaction (Y). This fact shows that the two variables are not stand-alone entities, but rather move in tandem and reinforce each other in building a positive perception of customers towards the printing service.

Second, the results of the partial test (t-test) revealed that individually, the variables of complaint handling and service quality both made a significant contribution to customer satisfaction. These results confirm the urgency of how important agile complaint management and service quality are maintained to determine how much satisfaction consumers feel. Targeted complaint handling is able to dampen waves of dissatisfaction, while superior service quality fosters strong loyalty and trust.

This conclusion also reinforces the urgency of an integrated approach that does not only focus on one aspect, but also weaves harmonization between complaint management and service quality in order to create a comprehensive and satisfactory customer experience. With this foundation, Maju Mapan Printing can make these two variables the main focus in maintaining and increasing customer satisfaction, which in turn will have a positive impact on business continuity and company competitiveness in the midst of noisy competition in Surabaya.

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