

AN ANALYSIS OF COMPLAINT USED BY CUSTOMERS AT SAMSUNG ONLINE SHOP AT SHOPEE

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Abstrak

Sesuatu yang tidak sesuai dengan keinginan menyebabkan munculnya complaint. Termasuk pada aplikasi online shopping. Penelitian ini bertujuan untuk mengetahui tipe dan strategi complaint yang digunakan oleh pembeli yang ada di toko online Samsung. Penelitian ini menggunakan metode kualitatif. Analisis isi digunakan dalam penelitian ini untuk mengumpulkan teknik dan data yang diperlukan untuk memungkinkan kelancaran skala implementasi penelitian. Data yang digunakan dalam penelitian ini adalah semua ucapan yang dikategorikan sebagai keluhan. Komentar keluhan diperoleh dari toko online Samsung di aplikasi belanja online bernama Shopee. Keluhan dipilih dari produk telepon genggam selama November 2022. Hasil penelitian menunjukkan bahwa pengadu lebih banyak menggunakan pengaduan langsung. Peneliti menemukan 37 data pengaduan langsung (66,1%). Sedangkan keluhan tidak langsung, peneliti menemukan 19 data dari tuturan keluhan (33,9%). Strategi yang paling banyak digunakan oleh pengadu adalah annoying (44,1%). Hasil penelitian menunjukkan bahwa terdapat 4 data hints (5,9%), 4 data ill consequences (5,9%), 1 data indirect accusation (1,8%), 3 data modified blame (5,4%), 19 data explicit condemnation of the accused as a person (27,9%), 7 data explicit condemnation of the accused as a person (10,3%). Dapat disimpulkan bahwa lebih banyak pelanggan yang menggunakan strategi annoyance.

Kata Kunci: keluhan, toko online, pragmatik, tindak tutur

Abstract

Something that is not in accordance with the wishes causes the appearance of a complaint. Included in the online shopping application. This study aims to determine the types and complaint strategies used by buyers at the Samsung online store. This study uses a qualitative method. Content analysis is used in this research to gather the techniques and data needed to enable the smooth scaling of the research implementation. The data used in this study are all utterances categorized as complaints. The complaint comments are obtained from Samsung online shop at online shopping app called Shopee. The complaints are chosen from handphone products during November

2022. The result of this research showed that the complainers are mostly using direct complaint. The result of this research showed that the complainers are mostly using direct complaint. the researcher found 37 direct complaints data (66.1%). Whereas indirect complaints, the researcher found 19 data from the complaint utterances (33.9%). The strategy mostly used by the complainers are annoying (44.1%). The result shows that there are 4 data hints (5.9%), 4 data ill consequences (5.9%), 1 data indirect accusation (1.8%), 3 data modified blame (5.4%), 19 data Explicit Condemnation of the Accused's Action (27.9%), 7 data Explicit Condemnation of the Accused as a Person (10.3%). It can be concluded that more customers use annoyance strategies.

Keywords: complaint, online shop, pragmatics, speech act

1. INTRODUCTION

Communication with other people is required in life. Communication is crucial to express one's feelings, opinions, and desires. Communication can occur when, at least, two people express their feelings, thoughts, and desires through the exchange of words, phrases, or utterances. In communication, people use language that is understood at least by the person doing the communication. According to Hargie (2011) communication is a process of exchanging information in society in which each involved party understands the context being discussed. People cannot communicate if one of the parties cannot understand the point of the words from the other party. People do not just produce utterances to describe or express themselves. They also act. Actions shown through the delivery of utterances are called speech acts. According to Adolphs (2008), Speech act is utterances in language using accomplished certain acts, and these utterances may be understood by referring to the context in which they occur.

Sometimes unappropriated condition appears in real life. Unappropriated conditions can lead to complaints. A complaint is a part of communication. This situation happens when someone finds that something is not met with the things they expected. This thing also happens in economic transaction, not only basic transaction which the seller and the buyer directly meet but also online transaction. According to (Suharto et al., 2018) online shopping is a transaction process between seller and buyer

without physically meet because this transaction is done through online service. Online shopping became more popular because of the efficiency. The goods and services can be displayed through virtual store that makes the customer can choose the goods and services that suits their needs. Not only the efficiency, the things that can attract customer to buy goods or services through online because of the availability of information and attractive design of virtual shopping application (Suharto et al., 2018).

There are several phenomena related to complaints found in the Samsung online shop in the shopping application called Shopee. Customer: **its not well wrap but goods came undamaged**. In the utterance above, it can be seen that the customer complained about the condition of the goods ordered. The utterance above uses the direct complaint type. This can be seen from the use of “not well wrap...” which means the buyer directly says that the goods ordered are not properly protected. Buyers also make complaints using annoying strategies.

Another example that is part of the expressive speech act is found in the Samsung online shop in the shopping application called Shopee. Customer: Product was delivery fast. Very satisfied with the product. **But service staff was not very helpful**. The utterance above is included in the complaint utterance. The buyer makes a complaint by saying "... but the service staff was not very helpful". The buyer makes a complaint directly saying that the service staff is underperforming in helping the customer with a problem. The buyer directly indicates the guilty party in the complaint, namely the service staff. In this phenomenon, buyers simultaneously use the strategy of Explicit Condemnation of the Accused as a Person in their complaint.

Based on the phenomena above, this case is crucial to know the type and strategy of complaints as knowledge to build a better complaint to motivate complaine in improving themselves instead of raising any conflict in the future. The researcher is interested to conduct research entitled “An Analysis of Complaints Used by Customers at the Samsung Online Shop at Shopee”.

2. METHOD

The researcher uses descriptive qualitative method of research to classify the types and strategy of complaint in the customer's in the Samsung online shop in Shopee. According to Cresswell (1994) "a qualitative study is characterized as an inquiry process of comprehending a social or human problem, based on developing a complex, holistic picture with words, reflecting comprehensive viewpoints of informants, and undertaken in a natural context." This technique does not link two variables together; rather, it explains the variable as unity. To gather the techniques and data needed the researcher used content analysis. The object of this research is complaint utterances derived from the comments that has been written by the customers after purchasing goods from an online shopping application called *Shopee*. To collect data, researcher using some steps as follows: (1) Reading the comments from the Samsung online shop in the online shopping application *Shopee*; (2) Identifying about comments which contain complaint that has been written by the customer after purchasing goods from online shopping application *Shopee*; (3) Classifying the comment which contains complaint from the Samsung online shop in the online shopping application *Shopee* into types and strategies; (4) Writing down the result. Data trust is required for qualitative research. In this study, researchers involved readers of evidence to support trustworthiness data. In conducting the analysis of the data, the researcher carried out the following steps: (1) Preparing the data by providing conversational context; (2) Making code for the data based on the suitability of the context with the theory; (3) Analyzing the type of complaint in the complaint data from Samsung online shop in *Shopee* application by using Yule (1996) theory and its complaint strategy by using Trosborg (1995) theory; (4) Concluding the finding.

3. RESULT AND DISCUSSION

3.1 Type of Complaint

Two types of complaints can be used by speakers in making complaints at the Samsung online store in the online shopping application *Shopee*. The complainers in Samsung

online store at Shopee show that direct complaint appear 62 times (91.2%), while indirect complaint appears 6 times (8.8%). The findings in this study indicate that the direct complaint type is used more by customers when submitting complaints about goods purchased from the Samsung Online Shop. Customers prefer submitting complaints directly rather than having to beat around the bush using indirect complaints. The complainer and the complainees are not directly facing each other, so the complainer can be more freely to express their disappointment when buying the product from Samsung online shop at Shopee. Compared to the theory about the type of complaint proposed by Yule (1996), this research is in line with the theory. Yule's theory explained that there are two types of complaints: direct and indirect complaints. The researcher found direct and indirect complaints, as stated by Yule (1996).

3.2 Strategy of Complaint

In this study, the researcher found that the seven strategies used by the customer from the Samsung online shop had different usage frequencies. There are 4 data hints (5.9%), 30 data annoyance (44.1%), 4 data ill consequences (5.9%), 1 data indirect accusation (1.8%), 3 data modified blame (5.4%), 19 data Explicit Condemnation of the Accused's Action (27.9%), 7 data Explicit Condemnation of the Accused as a Person (10.3%). It can be concluded that more customers use annoyance strategies in submitting complaints at the Samsung Online Shop in the online shopping application Shopee. The customers rarely use the indirect accusation strategy (1.8%) which indirectly shows the wrongdoing of the guilty party. The customers did not use direct complaint because they are not facing the complainees directly. The findings in this study indicate that the type of annoying complaint strategy is more widely used by customers when submitting complaints about goods that have been purchased from the Samsung Online Shop. Customers indicate that there is discomfort that bothers them when making buying and selling transactions online.

The indirect accusation strategy is likely to be the most unused strategy in this data. It is because indirect accusations of the complaint are more likely to be used in

direct conversation while this data is accumulated from shopper's written comments from Samsung online shop at Shopee. Even so, this strategy still can be found in the data. In different cases, the customer seems not use direct accusations in the comment. It can be the same reason as indirect accusation which the customer face indirectly to the complaine. Compared to the theory proposed by Trosborg (1995), which has eight kinds of strategies for complaint, this research only found seven strategies for complaint. This research did not find direct accusations, as in the theory put forward by Trosborg (1995).

4. CLOSING

Types of Complaint, the researcher finds 68 data about type of complaints from the customer's comments after buying good from Samsung online store at Shopee. In this research, the researcher found 37 direct complaints data (66.1%). Whereas indirect complaints, the researcher found 19 data from the complaint utterances (33.9%). It can be concluded that buyers prefer to be honest about what their problem is rather than using an indirect complaint.

Strategies of Complaint, the researcher also found some strategies used by the customers. The result shows that there are 4 data hints (5.9%), 30 data annoyance (44.1%), 4 data ill consequences (5.9%), 1 data indirect accusation (1.8%), 3 data modified blame (5.4%), 19 data Explicit Condemnation of the Accused's Action (27.9%), 7 data Explicit Condemnation of the Accused as a Person (10.3%). It can be concluded that more customers use annoyance strategies. It might happen because the complainers are not facing the complainees directly.

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