

Abstract

The purpose of this research is to analyze customer's complaint behavior that depends on value towards complain proposed, satisfaction, regret, complaint intention and customer's repeat purchase of Prudential Insurance in Yogyakarta as well as to provide basic conceptual to include the variables as central concepts in model that proposed. Potential advantage from complaint behavior includes fund return, exchange, and apologizing. While fee includes time and energy to propose complain Singh, 1989 as noted by Kim et al (2003). According to Tsiros and Mittal (2000) regret and satisfaction affect in intention to complain. From both of research, the researcher endeavors to include the intention to complain directly affects repeated purchase. Testing in this research applies SEM. Of 200 questionnaires spread return and feasible to analyze sum of 120 questionnaires obtained by direct distribution to clients and not through insurance agents. Analysis result illustrates that all exogen variables affect positively significant towards endogen variables except satisfaction influence towards insignificant complaint intention and complaint value influence towards repeat purchase is statistically negatively significant. This can be concluded that (1) if customers feel satisfied to service given, they will not complain and they will repeat purchase (2) if complaint intention is responded quickly and responsively by service provider, so that the customers will repeat purchase (3) if advantage gap and complain fee is higher, it will decrease customer's purchase. Keywords: Complaint Intention, Regret, Satisfaction, Complaint Value, and Repeat Purchase