

The Study of Customer's Behavioral Response and Repurchase Intention after Dissatisfaction towards K-Pop Products and Organization in Indonesia

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Abstract

The industry of Korean pop, or K-Pop, has been focused on reaching the international market, and Indonesia is one of the sector's potential markets. Dissatisfaction with service encounters is still widespread in the industry, and some complaints are addressed through social media, particularly Twitter. Customer dissatisfaction involves particular emotion and can result in various behavioral responses, which can then influence the customer's repurchase intention. Negative emotion is the mediating variables between the dependent and independent variables. The effect of dissatisfaction on customer behavior and repurchase intention toward K-Pop products and organizations is explored in this study. This study is conducted on Indonesian K-Pop fans who have experienced and addressed dissatisfaction about its service. The data was collected through an online questionnaire. Research hypotheses was analyzed using PLS-SEM and mediating variable testing to determine the relationship between the dependent and independent variables. The outcomes of this study can benefit K-Pop companies' marketers in developing their tactics of marketing and dissatisfaction handling for Indonesian market by assessing Indonesian customer's behavior response and repurchase intention after dissatisfaction towards the products and organizations.

Keywords

Marketing, Dissatisfaction, Consumer Behavior, Negative Emotion, Repurchase Intention

Biography

Tasya Rahmi Annisa is a last year student for bachelor degree in School of Business and Management, Bandung Institute of Technology, Indonesia and majoring in International Business. She has a high interest in marketing and take marketing as her concentration for her final project for her bachelor degree. Ms. Tasya has taken some practices in service marketing, marketing strategy, and marketing management in align with her interest.