Artikel Ilmiah
Mataora Politik sebagai Pendekatan Manajemen (Sebuah Alternatif Pendekatan Manajemen)
Hubungan Dokter-pasien di Unit Rawat Jalan dan Rawat Inap Rumah Sakit Pelabuhan Surabaya

Penelitian Ilmiah
Penerapan Customer Relationship Marketing sebagai Alternatif Strategi Pemasaran Jasa di Puskesmas dan Rumah Sakit
Tingkat Kesuksesan Peserta Gakijn di Unit Rawat Jalan Departemen Ilmu Kesehatan Anak Rumah Sakit Umum Pusat Nasional Dr. Cipto Mangunkusumo
Analisis Faktor yang Berpengaruh terhadap Kinerja Dokter Gigi dalam Pelayanan Kesehatan Gigi dan Mulut di Puskesmas Kabupaten Jember
Upaya Membangun Komitmen Perawati di RS Al Irsyad Surabaya Berdasarkan Analisis Faktor yang Mempengaruhi Komitmen Perawat
Analisis Pasar sebagai Dasar Pengembangan Promotion Mix URJ Menopause RSU Dr. Soetomo Surabaya

Critical Appraisal
Analisis Pasar sebagai Dasar Pengembangan Promotion Mix URJ Menopause RSU Dr. Soetomo Surabaya
Sebuah Tinjauan Kritis

New Release
Coping with Customer Complaints
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hubungan Dokter-Pasien di Unit Rawat Jalan dan Rawat Inap Rumah Sakit Pelabuhan Surabaya</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>Satisfactory Level of Poor Family Partaker at the Outpatient Unit of Dr.Cipto Mangunkusumo National Center Hospital Pediatric Department</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>Efforts in Developing Surabaya Al Irsyad Hospital Nursesâ€™ Commitment Based on Analysis of Influencing Factors on Nursesâ€™ Commitment</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>Metafora Politik Sebagai Pendekatan Manajemen (Sebuah Alternatif Pendekatan Manajemen)</td>
<td>-</td>
</tr>
<tr>
<td>5</td>
<td>The Implementation of CRM in Public Health Centers and Hospitals as an Alternative for Service Marketing Strategy</td>
<td>-</td>
</tr>
<tr>
<td>6</td>
<td>Analysis on the Factors Affecting the Performance of the Dentists in Providing Oral Health Service in Jember Regency Public Health Centers</td>
<td>-</td>
</tr>
<tr>
<td>7</td>
<td>Market Analysis as a Base for Developing Promotion Mix at Surabaya Dr.Soetomo General Hospital Menopause Clinic</td>
<td>-</td>
</tr>
<tr>
<td>8</td>
<td>Coping With Customer Complaints</td>
<td>-</td>
</tr>
</tbody>
</table>
**Coping With Customer Complaints**

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**Abstract**

This article investigates the relationship between customer complaints and service personnel commitment to customer service. Positive and negative affectivity are considered as potential moderators of this relationship. Using data obtained from a survey of 432 retail service personnel in a national retail chain with 124 stores, the authors find that customer complaints are significantly and negatively associated with service personnel commitment to customer service. Higher levels of service employee positive affectivity significantly reduced this negative relationship. Contrary to expectations, high levels of negative affectivity also reduced the negative relationship between complaints and commitment to customer service. Potential explanations for these findings are provided, and implications for managers and future research are considered.

Keyword : customer, complaints;, affectivity;, customer, service, ,

**Daftar Pustaka :**
