

# **The Effect of Service Failure, Customer Frustration and Complaint Behaviour on Negative Word of Mouth Passengers of Low-Cost Carriers in Indonesia**

**Taharuddin<sup>a\*</sup>, Ria Arifiantib, Tetty Herawaty<sup>c</sup>, Arianis Chana,**

<sup>a</sup> Universitas Padjadjaran and Universitas Lambung Mangkurat,

<sup>b,c,d</sup> Universitas Padjadjaran

## **ABSTRACT**

Low-cost airlines in Indonesia often experience long flight delays. Flight delays are a pattern of service failure that results in frustration, complaints and the creation of negative word of mouth. The purpose of this study is to examine the effect of service failure on customer frustration, customer complaint behaviour and frustration with complaint behaviour and its impact on negative word of mouth. Samples were selected by systematic sampling at Soekarno Hatta, Sultan Hasanuddin, Kualanamu and Syamsudin Noor airports. A total of 335 passengers who experienced delays of more than 2 hours were selected as respondents. Questionnaires are used for data collection and partial least squares are used to evaluate structural models of research. The results prove that service failure significantly affects customer frustration, complaint behaviour, and negative word of mouth, where frustration and complaints also affect to negative word of mouth.

**Key words:** Service Failure, Customer Frustration, Complaint Behaviour, NWOM.