

ABSTRACT

The Impact of Malfunctional Products on Negative Word of Mouth Through Negative Emotional Chains (A Study of iPhone Smartphone Users)

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This study examines the effect of product malfunction on negative word of mouth through a chain of negative emotions among Apple iPhone users in Indonesia. Previous studies on post-brand-failure behavior have paid limited attention to product malfunction as a specific trigger and have rarely integrated inward-directed emotions (brand betrayal and brand shame) with outward-directed emotions (brand anger) within a single framework. To address these gaps, this study proposes product malfunction as an antecedent of dissatisfaction and incorporates brand anger into an integrated emotional escalation model. A quantitative survey was conducted using an online questionnaire distributed to 400 iPhone users in Indonesia selected through purposive sampling. Data were analyzed using Covariance-Based Structural Equation Modeling with Amos Graphics 24. The results indicate that product malfunction positively affects dissatisfaction, which subsequently triggers brand betrayal, brand shame, and brand anger. These emotions increase consumers' desire for retaliation, ultimately leading to negative word of mouth. Furthermore, dissatisfaction mediates the relationship between product malfunction and the three emotional responses, while desire for retaliation mediates the relationship between negative emotions and negative word of mouth. Brand anger demonstrates the strongest influence on desire for retaliation, whereas desire for retaliation is the strongest predictor of negative word of mouth. The findings contribute to understanding emotional escalation following product failure and provide managerial insights for preventing reputational damage.

Keywords : *Malfunctional Product, Dissatisfaction, Brand Betrayal, Brand Shame, Brand Anger, Desire Retaliation, Negative Word Of Mouth*

ABSTRAK

Pengaruh *Malfunctional Product* Terhadap *Negative Word Of Mouth* Melalui Rangkaian Emosi *Negative* (Kasus Pada Pengguna *Smartphone Iphone*)

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Penelitian ini mengkaji pengaruh *malfunctional product* terhadap *negative word of mouth* melalui rangkaian emosi negatif pada pengguna smartphone Apple iPhone di Indonesia. Penelitian sebelumnya mengenai perilaku konsumen pasca kegagalan merek masih kurang memperhatikan *product malfunction* sebagai pemicu spesifik serta belum mengintegrasikan emosi yang berorientasi ke dalam diri (*brand betrayal* dan *brand shame*) dan emosi yang berorientasi keluar (*brand anger*) dalam satu kerangka yang utuh. Untuk mengisi kesenjangan tersebut, penelitian ini menempatkan *malfunctional product* sebagai antecedent dari ketidakpuasan serta memasukkan *brand anger* ke dalam model eskalasi emosi yang terintegrasi. Penelitian menggunakan pendekatan kuantitatif dengan penyebaran kuesioner secara daring kepada 400 pengguna iPhone di Indonesia yang dipilih melalui teknik *purposive sampling*. Data dianalisis menggunakan *Covariance-Based Structural Equation Modeling* dengan Amos Graphics versi 24. Hasil penelitian menunjukkan bahwa *malfunctional product* berpengaruh positif terhadap ketidakpuasan, yang kemudian memicu *brand betrayal*, *brand shame*, dan *brand anger*. Ketiga emosi tersebut meningkatkan *desire retaliation* yang pada akhirnya mendorong *negative word of mouth*. Selain itu, ketidakpuasan memediasi hubungan antara *malfunctional product* dan ketiga emosi negatif, sedangkan *desire retaliation* memediasi hubungan antara emosi negatif dan *negative word of mouth*. Temuan ini memperkaya pemahaman mengenai eskalasi emosi konsumen akibat kegagalan produk serta memberikan implikasi bagi perusahaan dalam mencegah kerusakan reputasi merek.

Kata kunci : *Malfunctional Product, Dissatisfaction, Brand Betrayal, Brand Shame, Brand Anger, Desire Retaliation, Negative Word Of Mouth*