Can Customer Misbehavior Be Controlled? Case study on Retail Industry Consumer Behavior in Indonesia

—— Review of ——
Integrative Business & Economics
—— Research ——

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ABSTRACT

Retail industry is one of the fastest growing industries in Indonesia, with Hypermart as one of the biggest retail companies. As it provides consumer goods for large percentage of Indonesians, Hypermart faces intense and frequent interaction with its customer. As such, various misbehaviors from the customers' part will negatively and significantly affect the company. In this paper, misbehavior is defined as a behavior within the exchange setting that deliberately violates the generally accepted norms of conduct in such situation (Daunt and Harris, 2011). The aim of this study is to understand the connection between past and future probabilities of customers' misbehavior. In previous studies on customer misbehavior, this connection has not been adequately researched. Additionally, five personality-based variables (consumer alienation, Machiavellianism, sensation seeking, aggressiveness, and self-esteem) are also examined to see their connection with past customer misbehavior, which in turn will affect future misbehavior. 200 respondents were evaluated, and the data were analyzed using multiple regressions with SPSS 16. The result of this study can be utilized by companies facing customer misbehavior problems and in shaping a strategy to reduce such problems.

Keywords: Consumer alienation, Machiavellianism, Sensation seeking, Aggressiveness, Self-esteem, Past behavior, Future behavior.

I. INTRODUCTION

Retail industry is one of the most developed industries in Indonesia. The participants in the retail industry are also developed, from inside and outside the country. Hypermart is one of the most successful retail companies in Indonesia. Hypermart was developed in 2004 under Maharani Putra Prima Corporation. Until now, Hypermart has grown rapidly. In 2011, Hypermart is the first hypermarket that opened the 50th store in Indonesia (http://www.hypermart.co.id, downloaded on 12 December 2011). Hypermart supply every daily needs of the costumers. And because of that, so many people buy their daily needs in Hypermart everyday. So many costumers came to Hypermart and it makes a high intesity interaction between the costumers and the cashier, the security, staff, and with the sales promotion staff.

The high intensity interaction creates a possibility of misbehavior from the costumers. The example of a misbehavior from a costumer in the Hypermart is giving an unpleased behavior to the Hypermart staff, queue jumping, price tag switching, and etc. In the other situation, misbehavior can also be done by the costumers indirectly, for example, by sending article or letter that contain protesting words, criticism, or

any other negative aspects about Hypermart to the mass media. This phenomenal is increasingly growing in Indonesia, including in Surabaya. From this phenomena, we can see that the long standing cliché about the ideology that the "customer is always right" is outdated, unrealistic, and naïve (Reynolds and Harris, 2006). Given the dysfunctional activities of the customers, they represent a considerable financial, psychological, and physical cost to the organizations, personnel, and patrons (Harris and Reynolds, 2003). An understanding of the antecedents that drive such behaviors is imperative. This issue needs to be understood by the Hypermart management because if this issue continues, the misbehavior from the costumers will harm the Hypermart itself.

This study builds on existing research to develop, evaluate, and test a model of the antecedents to past customer misbehavior and future customer misbehavior intentions. By developing a conceptual model of the antecedents to past and future customer misbehavior, this study synthesizes an existing research into a clear predictive framework. This study also makes an empirical contribution by identifying core personal and demographic factors that link to actual past behaviors. Such insights help to facilitate the description of the link between actual past behaviors and future behavioral intentions. This, the study's key aim is to address the identified research gap and examine the extent to which past customer misbehavior relates to the future misbehavior intentions. Thus, simultaneously examining the specified relationships, the research contributes to an existing literature within this research field.

II. LITERATURE REVIEW

2.1 Consumer Alienation

One of the personality traits that affect consumer misbehavior is consumer alienation. According to Smith and Bohm (2008), "alienation denotes a condition in which an individual feels estranged, marginalized, and isolated from other members within a society." Lambert (1981) stated that "consumer alienation refers to customers' perceived powerlessness, discontentment, and estrangement from the practices of modern-day firms." Mills (1981) found that "overly powerful organizations, as alienated consumers perceive them, encounter higher levels of dysfunctional customer behavior than outlets judged as less domineering." Bernstein (1985) argued that "the existence of an association between the increasing alienated consumers who question the overall ethical nature and fairness of organizational activities and the increased perpetration of fraudulent and aggressive acts against such organizations." Shanahan and Hyman (2010) found the relationship between consumer alienation and misbehavior and then draw a link between consumer powerlessness and misdeeds of online deviant behaviors. Daunt and Harris (2011) found that there is 'a positive association between customer alienation and acts of past misbehavior.' From these statements, we tested the following hypothesis:

H1: A higher level of consumer alienation, will create a higher level of past customer misbehavior.

2.2 Machiavellianism

Machiavellianism is one of the personality traits that also affect consumer misbehavior. Christie and Geis (1970) argued that 'high "Machs" display a general detachment from others, an innate instinct to manipulate others, and a general lack of concern for conventional morality, norms, rules, and regulations.' According to

Al-Rafee and Cronan (2006, p. 240), Machiavellianism has 'proved to be a consistent factor in influencing ethical decision making.' Jones and Kavanagh (1996, p. 520) found 'a strong and "robust" relationship between Machiavellianism and unethical behavior.' Al-Khatib et al. (2008) stated that 'high "Machs" are more likely to steal, lie, and cheat.' Wirtz and Kum (2004) found 'an association between Machiavellianism and consumer cheating behaviors.' According to McHoskey (1999), there is a 'statistically significant link between Machiavellianism and antisocial behavior.' Daunt and Harris (2011) found that 'Machiavellianism is associated with past acts of norm-breaking deviance in hospitality context.' Thus, we tested the following hypothesis:

H2: A higher level of Machiavellianism, will create a higher level of past customer misbehavior.

2.3 Sensation Seeking

Sensation seeking is one of the personality traits that affect consumer misbehavior. According to Farrington (2002, p. 666), 'the personality trait of sensation seeking constitutes the most "crucial personality dimension" in predicting criminal behaviors.' Zuckerman (1979, p. 10) argued that sensation-seeking is 'the need for varied, novel, and complex situations and experiences and the willingness to take physical and social risks for the sake of such experiences.' According to D'Acremont and Van der Linden (2005), 'the sensation-seeking trait is predictive of socially deviant behaviors.' Pérez and Torrubia (1985) stated that 'sensation-seeking tendencies precede antisocial behavior among students.' Newcomb and McGee (1991) found that there is 'a relationship between sensation seeking and acts of juvenile vandalism, violence, drug abuse, and theft.' Similarly, Kallis and Vanier (1985) also found 'the existence of a statistically significant association between sensation seeking and shoplifting.' According to Dahlen and White (2006), 'the sensation-seeking trait also links to past episodes of violent and antisocial behavior.' Romero et al. (2001) argued that 'sensation seeking is an important personality variable in understanding antisocial behaviors and should be included in models of dysfunctional behavior.' Daunt and Harris (2011) found that there is 'a positive relationship between sensation seeking and acts of past misbehavior.' From these statements, we tested the following hypothesis:

H3: A greater propensity to seek sensation, will create a higher level of past customer misbehavior.

2.4 Aggressiveness

Aggressiveness is also one of personality traits that affect consumer misbehavior. Buss and Perry (1992) defined aggressiveness as a personality trait that comprises four sub-traits (physical aggression, verbal aggression, anger, and hostility). Daunt and Harris (2010) found that there is 'a positive association between high levels of aggressiveness and past misbehavior perpetration. Fullerton and Punj (1993) argued that 'trait aggressive people are more likely to behave in a non-normative and deviant manner in the past compared to the people who possess low levels of trait anger.' According to Rose and Neidermeyer's (1999), there is 'an association between trait aggressiveness and past-perpetrated episodes of customer rage.' Dill et al. (1997) stated that 'people differ greatly in their propensity to behave in a violent and aggressive manner.' Thus, we tested the following hypothesis:

H4: A higher level of aggressiveness, will create a higher level of past customer misbehavior.

2.5 Self-Esteem

Personality traits and predispositions are factors that affect the consumer behavior. According to Harris and Ogbonna (2006) 'Facets of a person's personality and predispositions correlate with deviant behavior across a broad range of literature streams.' Borman (2004) argued that 'learning the personality traits that are most context appropriate is preferable.' Self-esteem is one of the personality traits that affect misbehavior. Blascovich and Tomaka (1991, p. 115) defined self-esteem as 'the extent to which one prizes, values, approves or likes oneself.' Fullerton and Punj (2004) defined consumer misbehavior as 'behavioral acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order.' Similarly, Daunt and Harris (2011) defined misbehavior as 'behavior within the exchange setting that deliberately violated the generally accepted norms of conduct in such situation.' According to DeSarbo and Edwards (1996), there is a 'significant relationship between low self-esteem and high levels of compulsive buying behavior.' Babin and Griffin (1995) found 'an association between low self-esteem and customer misbehavior. Specifically, they found that people characterized by low levels of self-esteem deem shoplifting behavior fairer and more morally just than people who possess high levels of self-esteem.' According to Sutherland and Shepherd (2002, p. 439), 'low self-esteem is a particularly strong predictor of past incidents of aggressive behavior.' Daunt and Harris (2011) found that there is 'a link between low levels of self-esteem and past misbehavior.' Thus, we tested the following hypothesis:

H5: A lower level of self-esteem, will create a higher level of past customer misbehavior.

2.6 Past Misbehavior Experience and Future Misbehavior Intent

The evidence of a positive relationship between past and future misbehavior underpins Gottfredson and Hirschi's (1990, p. 107) general theory of crime, which contends, 'the best predictor of a crime is prior criminal behavior.' According to Ajzen (1991), 'studies of normative human behavior widely acknowledge that past behavior is a significant predictor of future intent and action.' Babin and Griffin (1995) found 'a statistically significant association between past observation and learning from peers and the perpetration of shoplifting behavior.' According to King and Dennis (2006) document, 'past experience of fraudulent returning positively associates with future fraudulent returning intent through the enhancement of knowledge and confidence garnered from past successes.' Harris and Reynolds (2003) also found 'evidence to uphold the relationship between past engagement in dysfunctional behavior and future misbehavior intent.' Daunt and Harris (2011) found that there is 'a positive association between past misbehavior and intentions to misbehave in the future.' From these statements, we tested the following hypothesis:

H6: A higher level of past customer misbehavior, will create a higher intent to misbehave in the future.

III. RESEARCH ISSUE AND METHODOLOGY
3.1 Research Issue

In this study, the target population were customers who shopped in Hypermart Surabaya with characteristics as follow: men and women, residing in Surabaya, well educated. This research uses primary data and the data is obtained from the distribution of questionnaires to the respondents in accordance with the characteristics of the populations. Questionnaire distribution was conducted in front of five Hypermart's outlet in Surabaya. From 325 questionnaires distributed, 300 questionnaires were returned and can be use for data formulation.

From the questionnaire completed by respondents, the indicators to measure were built from previous researches. For self-esteem, consumer alienation, Machiavellianism, sensation seeking, aggressiveness, social desirability, materialism, past customer misbehavior and future misbehavior are derived from the research by Daunt and Harris (2011), Chung and Monroe (2003), Fullerton and Punj (2004). There were 32 indicators for 6 variables tested, and these can be seen from the following research model:
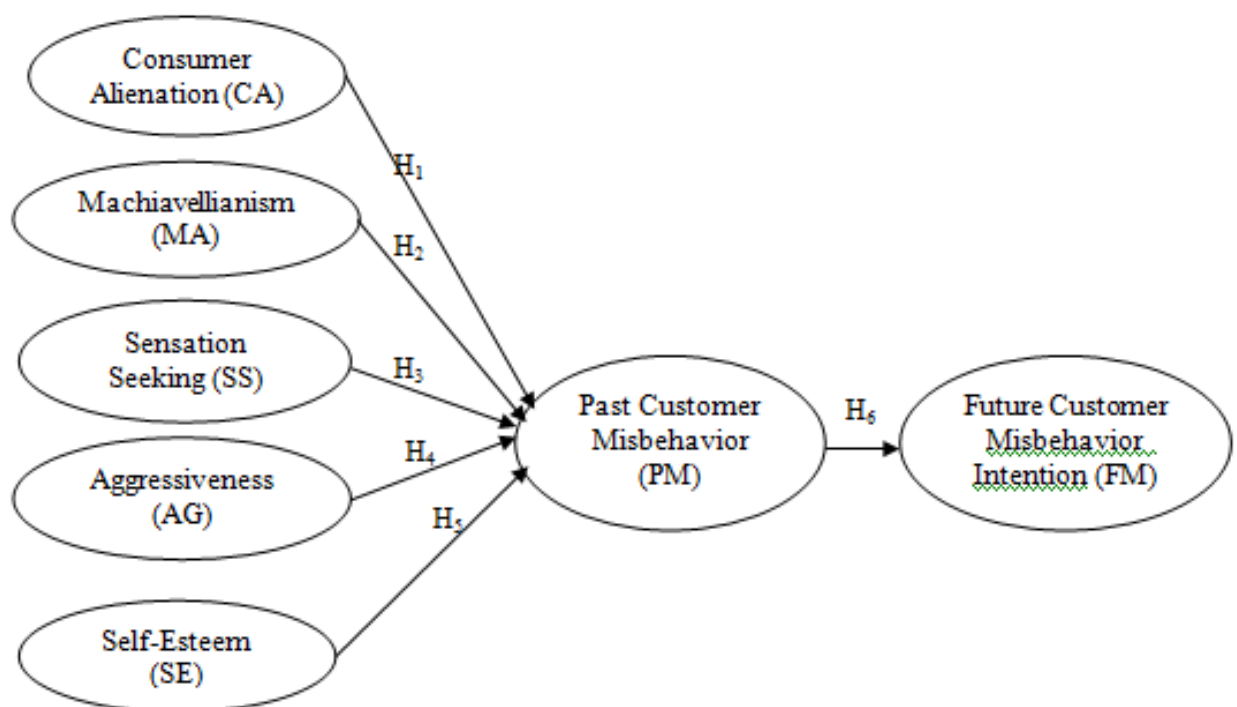
Figure 1. Research Model

3.2 Methodology
This research is using interval level measurement. Type of scale used was Summated Likert, a statement which has a range from 1 = disagree to 7 = agree, the scale represent the respondents opinion for the questions regarding the objects being studied. In which the highest the score or number selected indicated the higher of ratings, and vice versa.

IV. FINDINGS AND DISCUSSION
4.1 Findings

This study is using multiple regression to examine the effect between the independent variables towards the dependent variable. Statistical analysis tool used to answer the problem formulation of this research is SPSS 16 software. When all primary data has been collected, then the statistical testing can be done.

The respondent was made up of 18% men and 82% women. The majority of respondents' age on Hypermart customers in Surabaya is 65% or 195 respondents are aging 18-35 years. While the remaining 30% of respondents are respondents aging 35-50 years. For respondents aged 50-60 years at 5% or 15 respondents. Hence, in this study, the majority of customers Hypermart are customers aging 18-35 years old.

4.1.1 Validity Test

Table 1
Validity Test

	Items	Corrected Item-Total Correlation	Note
CA1	I was once overlooked by Hypermart	.422	Valid
CA2	In general, my experience with the unpleasant Hypermart	.480	Valid
CA3	Hypermart never do things that are not in accordance with their promise to me	.546	Valid
CA4	I am required to be willing to tolerate on the poor service from Hypermart	.385	Valid
CA5	In general, Hypermart is not too concerned about the consumer	.428	Valid
MA1	In my opinion, dishonesty is the best policy	.173	Valid
MA2	According to me, lying for the good cause is a good thing	.303	Valid
MA3	Hypermart parties generally are not good to consumers	.359	Valid
SS1	I love trying new things that I never did before	.429	Valid
SS2	I prefer friends who are interesting	.573	Valid
SS3	I want to try extreme sports such as bungee jumping (jumping from heights)	.570	Valid
SS4	I love new experiences with thrilling sensation even if it's scary	.699	Valid
AG1	I sometimes disagree with others	.429	Valid
AG2	When people bother me, I tell them what I think	.573	Valid
AG3	Some friends consider me to have a personal temperamental	.570	Valid
AG4	When others are nice to me, I wonder what they want	.699	Valid
AG5	If provoked, I might hit someone else	.429	Valid
AG6	When frustrated, I indicated that I was not comfortable	.573	Valid
SE1	I am satisfied with myself	-	No
SE2	I feel I have a lot of advantages that can be proud	.509	Valid
SE3	I feel that I personally valuable, at least as valuable to others	.622	Valid
SE4	I take a positive attitude towards oneself	.695	Valid
SE5	I'm easy to respect yourself with all the advantages and disadvantages	.718	Valid
PCM1	Sometimes I exhibit behaviors that are less well when in Hypermart	.669	Valid
PCM2	Sometimes I behave less favorably less liked by others while in Hypermart	.773	Valid
PCM3	Sometimes I behaved less as per the norm when in Hypermart	.703	Valid
PCM4	Sometimes I do things that other people are less worthy assessed while in Hypermart	.661	Valid
FMI1	If favorable, I will make a complaint even though there is no problem with Hypermart in the future	.729	Valid
FMI2	If favorable, I will behave dishonestly Hypermart in the future	.779	Valid
FMI3	If favorable, I would tend to argue with employees Hypermart in the future	.855	Valid
FMI4	I'm going to do something annoying to Hypermart if the things I need to do in the future	.833	Valid

Source: SPPS 16 result, 2016

The criteria is, if the value of the Corrected Item-Total Correlation for n=300 is higher than 0.138 (r table), then the statement is considered valid, however, if the value of the factor loading is less than the 0.138, then the statement is considered invalid or failed. Based on the test of the data validity, it is proven that all indicators used to estimate each variable is valid except SE1, since the value of the factor loading for every items are more than 0.138. All indicators are used to continue the research except SE1 that is drop out.

4.1.2 Reliability Test

Reliability test is done by comparing cronbach's alpha value. If the value is higher than 0.6, then the statement is considered reliable.

Table 2
Reliability Test

Variable	Cronbach's Alpha Based on Standardized Items	Note
Consumer Alienation	.697	Reliable
Machiavellianism	.669	Reliable
Sensation Seeking	.764	Reliable
Aggressiveness	.693	Reliable
Self Esteem	.816	Reliable
Past Customer Misbehavior	.858	Reliable
Future Misbehavior Intentions	.911	Reliable

Source: SPPS 16 result, 2016

From the table 2, it is proven that the variables of overall Consumer Alienation, Machiavellianism, Sensation Seeking, Aggressiveness, Self Esteem, Past Customer Misbehavior and Future Misbehavior Intentions results the value of cronbach alpha higher than 0.60. So, it can be conclude that the statements develop the variables can be said to be consistent/reliable and can be used for further analysis.

4.1.3 Normality Test

The results from SPSS output is used to see the normality of the Active Cooperation data with macroeconomic variables using a graph as seen in Figure 2.
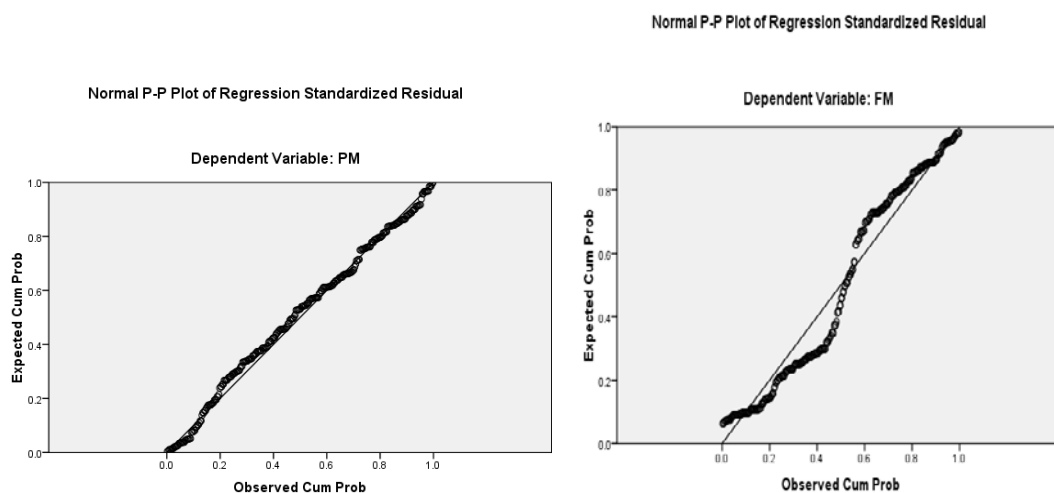

Figure 2. Normality Test (P-Plot)
Source: SPPS 16 result, 2016

From the normality test result, data that used in the study are normally distributed. The explanation is because the spread of the data were not far from the

diagonal line so it can be considered to pass the normality test. Therefore, this research can be continued.

4.1.4 Results of Coefficient Determination

Tabel 3

Model Summary SE, CA, MA, SS, AG → PM

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.574[a]	.329	.318	.890

a. Predictors: (Constant), SE, CA, MA, SS, AG

b. Dependent Variable: PM

Source: SPPS 16 result, 2016

From table 3, coefficient determination/R-square (R^2) generated is as much as 0.318 which means that the variations of variables Consumer Alienation, Machiavellianism, Sensation Seeking, Aggressiveness, and Self-Esteem can explain the variation of variable Past Customer Misbehavior together by 31.8%, while the rest explained for other variables beyond the model which is not yet observed.

Table 4

Model Summary PM → FM

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.103[a]	.011	.007	1.61645

a. Predictors: (Constant), PM

b. Dependent Variable: FM

From table 4, coefficient determination/R-square (R^2) generated is as much as 0.103 which means that the variation of Past Customer Misbehavior can explain the variation of variable Future Misbehavior by 10.3%, while the rest explained for other variables beyond the model which is not yet observed.

4.1.3 Result of Multiple Regressions

The results of multiple regression are as follows:

Table 5

Multiple Regression

Model		Standardized Coefficients
		Beta
1	(Constant)	
	CA	.227
	MA	.192
	SS	.244
	AG	.131
	SE	-.179

a. Dependent Variable: PM

Source: SPPS 16 result, 2016

From table 5, the regression equation can be written as follows:

$$PM = b_1CA + b_2MA + b_3SS + b_4AG - b_5SE$$
$$PM = 0.227CA + 0.192MA + 0.244\ SS + 0.131AG - 0.179SE$$

Based on table 5, Sensation Seeking has the greatest influence on the Past Customer Misbehavior is equal to 0.244. The second biggest influence on the relationship between the Consumer Alienation against the Past Customer Misbehavior is equal to 0.227. Self-Esteem has a negative relationship for 0.179 against Past Customer Misbehavior.

Table 6
Simple Regression

Model		Standardized Coefficients
		Beta
1	(Constant)	
	PM	.324

a. Dependent Variable: FM

Source: SPSS 16.00 result, 2016

From table 6, the regression equation can be written as follows:

$$FM = b_1PM$$
$$FM = +\ 0.324PM$$

Based on table 6, Past Customer Misbehavior has positive influence towards Future Misbehavior and coefficient regression 0.32.

4.1.4 F-test

Table 7

F-test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114.159	5	22.832	28.824	.000ª
	Residual	232.878	294	.792		
	Total	347.037	299			

a. Predictors: (Constant), SE, CA, MA, SS, AG

b. Dependent Variable: PM

Source: SPPS 16 result, 2016

Based on the calculation of SPSS from table 7, the significance of F test value in the model is 0.000, this mean H0 is rejected, so it can be concluded that Consumer Alienation, Machiavellianism, Sensation Seeking, Aggressiveness, and Self-Esteem together influencing Past Customer Misbehavior significantly.

4.1.5 t-test

Table 8
t-test For Multiple Regression

Model		t	Sig.
1	(Constant)	4.312	.000
	CA	4.290	.000
	MA	3.975	.000
	SS	4.499	.000
	AG	2.319	.021
	SE	-3.524	.000

a. Dependent Variable: PM

Source: SPSS 16.00 result, 2016

From table 8, it can be explained that the variables Consumer Alienation, Machiavellianism, Sensation Seeking, Aggressiveness, and Self-Esteem significantly have significantly influence towards Past Customer Misbehavior because it has a significance value below 0.05.

Table 9
t-test For Simple Regression

Model		t	Sig.
1	(Constant)	14.340	.000
	PM	5.907	.000

a. Dependent Variable: FM

From table 9, it can be explained that the variables of Past Customer Misbehavior has significantly influence towards Future Misbehavior because it has a significance value below 0.05.

4.2 Discussion

From the research that has been done, the result is all six hypothesis are supported. The first hypothesis, which states "A higher level of consumer alienation, will create a higher level of past customer misbehavior" is accepted. The reason is because the regression coefficient is 0.227 with a t-test value of 0.000 which is under 0.05. It showed results consistent with previous studies conducted by Daunt and Harris (2011).

The second hypothesis, which states, " A higher level of Machiavellianism, will create a higher level of past customer misbehavior" is supported. The reason is because the regression coefficient is 0.192 with a t-test value of 0.000 which is under 0.05. It showed results consistent with previous studies conducted by Daunt and Harris (2011).

The third hypothesis, which states, " A greater propensity to seek sensation, will create a higher level of past customer misbehavior" is supported. The reason is because the regression coefficient is 0.244 with a t-test value of 0.000 which is under

0.05. It showed results consistent with previous studies conducted by Daunt and Harris (2011).

The fourth hypothesis, which states, "A higher level of aggressiveness, will create a higher level of past customer misbehavior" is acceptable. The reason is because the regression coefficient 0.131 with a t-test value of 0.021 which is under 0.05. It showed results consistent with previous studies conducted by Dill et al (1997).

The fifth hypothesis, which states, " A lower level of self-esteem, will create a higher level of past customer misbehavior is acceptable. The reason is because the regression coefficient -0.179 with a t-test value of 0.000 which is under 0.05. It showed results consistent with previous studies conducted by Daunt and Harris (2011).

The sixth hypothesis, which states, "A higher level of past customer misbehavior, will create a higher intent to misbehave in the future" is acceptable. The reason is because the regression coefficient 0.324 with a t-test value of 0.000 which is under 0.05, it showed results consistent with previous studies conducted by Daunt and Harris (2011).

V. CONCLUSION, LIMITATION AND RESEARCH EXTENSION
5.1 Conclusion

Based on the research results, the variable consumer alienation, Machiavellianism, and self-esteem is a very important variable and gives a great influence in determining the customer past misbehavior. Variable sensation seeking and aggressiveness is the variable that gives little influence in determining customer past misbehavior. While variable customer past misbehavior is an important variable as well and gave a great influence in determining the future misbehavior intentions.

The findings from this study indicate that past customer misbehavior has an influence on future intentions. It can be seen from the regression weights causal relationship to past and future customer misbehavior intentions. So keep in mind that consumers have deviant behaviors are diverse and when consumers never do anything misbehavior there is a tendency of consumers would do something in the future misbehavior. Therefore, it needs the services that are personal to the consumer thus reducing misbehavior of consumers. To lower customer past misbehavior it is important to improve the self-esteem of consumers based on data seem to have negative effects than most consumer alienation, Machiavellianism, sensation seeking, and aggressiveness.

Managerial implications of these findings can be done based on the theory that has been developed as follows: First, customer past misbehavior is an important element which is an indicator of a consumer when making future intentions misbehavior Hypermart in Surabaya. Past customer misbehavior shows poor behavior, being less fun, less behaves as per the norm, and doing things that other people are less worthy assessed. Therefore, in order for Hypermart to be able to reduce misbehavior of consumers, Hypermart should provide more personalized services to consumers. At this time, consumers have different characteristics and their handling is also different, because so far, only addressed the problems that arise in general or easily to be seen only. With different characteristics of a person, it can distinguish to a different handling, the Hypermart should indirectly provide more personalized service than its competitors. The personalized services will be possible to gain insights into consumer wants and needs so that if the consumer wants and needs are met, hopefully

it will be able to decrease deviant behavior of the consumer.

Second, it has been explained above that the past misbehavior is important to reduce future intentions misbehavior intentions. So that factors that have a major influence on past customer misbehavior such as self-esteem is very important to note and to be focused. When the self esteem that can reduce misbehavior future intentions. Self esteem can be measured through satisfied with yourself, have advantages which can be proud of, personal feel worthwhile, take a positive attitude toward myself, and easy self-respect. By increasing self-esteem of consumers Hypermart can reduce misbehavior which would decrease the misbehavior future intentions. Due to the characteristics of Indonesian society by Handi Irawan (2007) Indonesian society has a very high prestige, so that their self-esteem is high. Supported at this time, people are more educated with high self-esteem as well. So that the tendency of society to be reduced due to misbehavior by the misbehavior of self-esteem and self-image they will go down. Hypermart should be able to distinguish between consumers with high self-esteem and low. Because in general, people who are less educated will have a tendency to do the misbehavior so that should be taken slowly and repeatedly, while those better educated have more rapid response and response. Being able to raise the self esteem of consumers then the tendency of the consumers to make misbehavior is also reduced.

Third, Machiavellianism is also an important variable that can cause customer past misbehavior. These variables can be measured by dishonesty is the best policy, lying for the good is a good thing, and in general the service provider does not behave well. People with high Machiavellianism has the ability to manipulate and lie that could endanger the company, therefore it is necessary for Hypermart to be responsive if consumers with these characteristics are found. This can be done with the service that is personal, by way of a special place for consumers with high mach so far away from other consumers. People with high "mach" properties very manipulative, so Hypermart have to be smart to be able to tell what consumers with high mach really want.

Fourth, consumer alienation is an essential element for determining the customer past misbehavior. Consumer alienation can be measured by seeing if the consumer feel neglected, experience with service providers is not fun, do not match the promise, tolerate poor service, and indifferent to the consumer. By providing a more personalized service, the possibility of someone having alienation will be minimized. Because with more personal interaction to the consumer, a consumer will feel more appreciated and needed, so that alienation will decrease automatically. Hypermart also should keep their promises that they had spoken to the consumer, because sometimes the promise of Hypermart is not fulfilled so as to make the consumer feel disappointed and alienated that can cause behavioral misbehavior. If the consumer with the nature of alienation is seen, then Hypermart should be able to talk to the consumer with polite, nice and warm so that consumers feel the warmth of Hypermart. Moreover, for consumers with high alienation, hypermart staff presence will provide a sense of pride for the consumer, because they feel noticed and appreciated in person. So as to give more attention to the consumer, the alienation will decline.

Fifth, aggressiveness is an element that affects the past and future customer misbehavior intentions. Although the resulting effect is not significant, it is also important to note and prevent for the aggressive nature. Aggressive nature is always possessed in the human person, especially the consumer who has a complaints to the

company, Hypermart. Particularly in Indonesia, norms and customs are still strong so that when there are consumers who have an aggressive nature, people tend to see that guilty are those with the aggressive nature. People with particularly aggressive nature of the physically aggressive would be ostracized by society so that in Indonesia itself, aggressive in speaking refers to when making a complaint. This can be overcome also by Hypermart by bringing people with high aggressive nature to another room, and listen to their complaints and be a good listener. Do not interrupt the conversation of people aggressively because it can cause high aggressive of consumers. By being a good listener, polite, quiet, and direct the focus to the main problem, this can reduce the aggressiveness of a person.

Sixth, sensation seeking is an element that affects the past and future customer misbehavior intentions, although the resulting effect is not significant but it is important also to note and prevent for the nature of the sensation seeking. It is important for Hypermart to overcome this trait from consumers themselves. This is because if the consumer with sensation seeking nature of this action it will attract the attention of many people. While many people who want to know what is going on, this can give negative effects to Hypermart. The nature of the sensation-seeking can be overcome by placing the consumer in a room that is not visible to others, because more and more consumers with the nature of the sensation seeking are in public places and a lot of people see the nature of sensation-seeking consumers are getting noticable. By placing the consumer in a single room, the nature of sensation seeking would be reduced, the next step is to wait for consumers to express all their complaints and respond to it patiently.

Of all the variables that have been explained are to support the creation of future misbehavior of Hypermart customer intentions in Surabaya, customer past misbehavior is an important variable that must be lowered, so it is important for Hypermart Surabaya to know the characteristic of its consumers. This is due to the nature of the consumer with consumer alienation, Machiavellianism, sensation seeking, aggressiveness, and self-esteem can be found anywhere but if Hypermart can minimize the past misbehavior of the consumer, Hypermart is ahead of its competitors through a more personalized service. This is supported by the results of the data processing. It appears that the processing of data collected from 108 respondents mostly states that they have done some past customer misbehavior that may affect future intentions. Therefore, Hypermart should provide a more personalized service, knowing that not all consumers can be treated equally, it takes the ability to identify consumers by way of handling differently, also so as to reduce future misbehavior intentions of consumers.

5.2 Limitation and Research Extension

There are several limitations within this research. In this research, it only use limited sample in Surabaya. It also can be concluded that researchers and strategists need to consider other issues relating to consumer alienation, Machiavellianism, sensation seeking, aggressiveness, self esteem and past customer misbehavior to prevent future customer misbehavior. In further research, it is expected to increase the sample used in order for the data to be more generalized. Secondly, it is to consider other issues such as socio – demographics factors related to customer misbehavior.

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