



GREEN INTELLECTUAL CAPITAL MODEL DEVELOPMENT: BANK EMPLOYEE PERSPECTIVE IN INDONESIA

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ABSTRACT

The company always faces challenges to provide satisfactory service to retain customers for a long time. This study presents a comprehensive framework for developing a customer complaint handling model based on a green intellectual capital approach. This study also tries to explain explicitly the differences in internal marketing, customer complaint handling, corporate social responsibility, and green intellectual capital in banking service companies in Indonesia. The analytical method used in this study is a structural equation model (SEM) to test the proposed hypothesis. Research on handling customer complaints is always interesting to study following changes in customer tastes, interests, needs, and expectations. This research is related to the quality of human resources. The quality of human resources indicates by motivation, creativity, need for supervision, the ability to empathize with customers, etc. Thus, companies need to improve the quality of human resources through a green intellectual capital approach. The contribution of this research is, first, a complete conceptual framework regarding the development of a customer complaint handling model based on a green intellectual capital approach simultaneously. Second, this study compares internal marketing, customer complaint handling, corporate social responsibility, and green intellectual capital.

Keywords: *Green Intellectual Capital; Customer Complaint Handling; Internal Marketing; Corporate Social Responsibility*