Consumer Response to Service Quality: Gender's Role on Customer Satisfaction (Case Study on Tasikmalaya Batik SME's Consumers)

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ABSTRACT

This study aims to explain the role of gender as a moderating variable in the influence of service quality on consumer satisfaction of batik SMEs in Tasikmalaya City by involving 115 respondents by distributing questionnaires. The data analysis technique used in this study was moderated regression analysis. The results of this study indicate that service quality has a significant effect on Batik consumer satisfaction in Tasikmalaya City. Then the Gender variable moderates the effect of service quality on customer satisfaction, the gender variable as a moderating variable strengthens the effect of service quality variables on consumer satisfaction in batik in Tasikmalaya. Management or owners are expected to consider gender factors in providing services, this is because these variables can be used as an indication of how the level of customer satisfaction differs from the gender aspect depending on the needs and considerations of each individual.

Introduction

Continuous service is often considered a strategy that can significantly improve company performance (Budianto, 2019; Saudi, 2018). To be sustainable, service providers must provide quality service and meet consumer needs. The empirical literature study shows that value, image, quality and price significantly affect customer satisfaction. According to Ardagna and Casale (2014), quality is a condition in which a product or service meets the needs of the people who use it. Service quality is a vital thing that is able to provide satisfaction for consumers related to the behavior of employees or companies serving (Deghhanpouri & Soltani, 2020). A consumer-oriented marketing strategy requires companies to understand consumer behavior to achieve consumer satisfaction. Service quality is an effort to create convenience for consumers in order to feel more value than expected (Lang & Wiesche, 2018). Consumer expectations are an important factor, service quality that is closer to customer satisfaction will provide more hope and vice versa (Morton & Caulfield, 2016).

Even developments in the world of technology require organizations or companies to be able to adopt technology and apply it in business activities as an effort to increase competitiveness (Kusumadewi, 2019). One of the results of technological advances that have contributed greatly is the internet (Joudeh & Dandis, 2018). With the existence of the internet or online-based, the way companies or organizations carry out transactions has changed, from traditional to digital (modernization) ways where time and large costs are becoming faster and easier (Singh, 2019). Business people themselves are starting to realize the increasing trend of internet users which can be used as a promising business opportunity. Many companies or organizations have adopted the internet as a facility in serving consumers.

Batik in Tasikmalaya is one of the icons in the city of Tasikmalaya which is engaged in the clothing industry. Providing services for consumers, of course, is the vision and mission for every batik UKM in Tasikmalaya. However, when it comes to satisfaction with services, everyone is different, both men and women. Forms of disappointment and consumer complaints about the batik SME services in Tasikmalaya were also conveyed through comments given to the owner. The following are complaints that have been obtained through interviews:

Table 1. Consumer complaints against batik services in the city of Tasikmalaya

No.	Consumer Complaints	Male	Female
1	Attitude of waiters who do not respond quickly	9	11
2	An uncomfortable place	5	13
3	Costs incurred do not match the services provided	9	12
4	Traditional payment methods	7	13
5	On time orders	9	11
7	Many consumers complain that the service is not reliable	7	9
	Total	46	69

Source: Data processed in 2020 Based on interviews

Table 1 shows the complaints given by consumers about the SME batik services in Tasikmalaya. The number of consumers who complained about the service was 115 people. Patients with female gender dominate the complaints a lot when compared with men by 69 people, and male users with a number of 46 people. Based on this, it can be seen that there are differences in dissatisfaction between men and women with the services provided by the batik UKM in Tasikmalaya. Likewise, with batik visits in Tasikmalaya which for the past 2 years have decreased, this can be seen in the following table:

Table 2. Visiting batik in Tasikmalaya

No.	Year	Visitor	
1	2019	521	311
2	2020	132	97

Source: Visit data 2019-2020

This study tries to determine the effect of service quality on customer satisfaction as moderated by gender roles. As for the formulation of the problem are, (1) Does the quality of service affect consumer satisfaction in batik SMEs in Tasikmalaya? (2) Does the gender variable moderate the effect of service quality on consumer satisfaction of batik SMEs in Tasikmalaya?

Theory Study and Hypothesis Development

Quality of Service

According to Budianto (2019), service quality is an effort to meet consumer needs and desires and the accuracy of their delivery to match consumer expectations. Service quality indicators include reliability, responsiveness, and assurance. Anales (2019) states that service can be interpreted as a measure of how good the level of service provided is in accordance with consumer expectations. In addition, service quality is the level of excellence expected for this excellence to fulfill consumer desires (Kotler, 2017). The quality of service can be said to be of high quality or not actually based on an assessment of the services provided. According to Nyangueso (2018), service quality assessment is an assessment of service quality on attitudes related to a service. Assessment of service quality is the same as general individual attitudes towards company or organizational performance. According to Panwar (2015), there are four dimensions in service quality, namely, reliability, responsiveness, competence, and friendliness.

Understanding Customer Satisfaction

Satisfaction has a very broad meaning depending on what the object of satisfaction is (Seyedaliakbar et al., 2016). The creation of customer satisfaction is very important for the success of an organization. Satisfaction is the overall level of pleasure and customer satisfaction that is expected from the experience with the service (El Adly, 2019). According to Kotler (2017), consumer satisfaction is how consumers feel satisfied, what is meant is that their expectations have been fulfilled or exceeded (Lita & Oliveira, 2019). Hadad (2019) states that satisfaction is a key element in presenting consumer loyalty itself. Satisfaction is someone's feeling of pleasure or disappointment that appears after comparing the performance or results of a product that is thought of against the expected performance or results (Kotler, 2017).

Customer satisfaction is closely related to consumer loyalty, where satisfied consumers will become loyal consumers. If consumers get what they want after using the product or service offered, then after they use the product or service

they get an experience which then encourages them to make a repurchase, thereby creating a sense of loyalty to the product or service (Ilyas & Rahmi, 2020). Consumers who are satisfied with a product will repurchase the product (Kitapci et al., 2013). Customer satisfaction is a key concept in the field of marketing and management, especially in the service industry by maintaining and satisfying current consumers is much easier than constantly trying to attract or find new customers, the cost of maintaining consumers is lower than the cost of finding new customers (Priyo et al., 2019).

Gender

The term gender was introduced by social scientists to explain the differences between men and women that are innate as a creation of God and which are a cultural formation that has been studied and socialized since childhood (Bohls, 2020). This distinction is very important, because so far it has often mixed up natural and non-natural human characteristics (Raten, 2017). This difference in gender roles really helps us to rethink about the division of roles that have so far been considered inherent in human, female and male, to build a dynamic and precise picture of gender relations that fits the realities that exist in society (Aya & Somerville, 2020). Social differences in the concept of gender have given rise to differences in the roles of women and men in society. In general, the existence of gender has created differences in roles, responsibilities, functions and even the space in which humans work (Dobscha, 2019). In such a way, it seems that this gender difference is inherent in our perspective, that we often forget as if it is something permanent and eternal as permanent and eternal as the biological characteristics of women and men. Research from Kraft and Weber (2012) concluded that the cause of a difference in the results of the effect between consumer satisfaction is due to a difference in the characteristics of the consumer and includes knowledge, age, and gender.
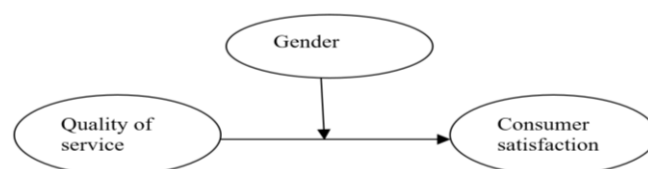
Conceptual Framework

Figure 1. Framework

Previous Research

Customer satisfaction is a condition where the wants, expectations and needs of consumers are met. The creation of optimal customer satisfaction is obtained from a service provided. Budianto (2019) states that the quality of services provided by companies has a positive and significant effect on customer satisfaction. Likewise, the research of Anales (2019) concluded that service quality has an effect on consumer satisfaction.

H1. Service quality affects consumer satisfaction of batik SMEs in Tasikmalaya

Research from El Adly (2019) concludes that the cause of a difference in satisfaction results caused by the influence between service quality and customer satisfaction is the difference in characteristics of consumers including knowledge, age, and gender. According to Kotler (2017), the needs and desires of consumers have something to do with gender or gender. It is known that women generally place a higher value on long-term relationships and have a more feeling orientation, that is, they make decisions based on social values and with regard to the impact of their decisions on others. So women have more and stronger interpersonal relationships with brands than men, this shows that women are more loyal than men. Lita (2019) in her research found that women have a positive and significant effect on the effect of satisfaction.

H2. Gender roles moderate the relationship between service quality and customer satisfaction

Methodology

This study uses an associative quantitative approach, discusses the effect of service quality on customer satisfaction with gender as a moderating variable. The sample in this study were 115 consumers in the city of Tasikmalaya. The data analysis technique used to test the hypothesis proposed in this study is to use Moderated Regression Analysis. This form of

regression is designed to determine the relationship between two variables which are influenced by the third variable (moderating variable). The Moderated Regression Analysis (MRA) equation used is as follows:

$$L = \alpha + \beta_1 (K) + \beta_2 (G) + \beta_3 (K.G) + e$$

Results and Discussion

Table 3. Characteristics of respondents

Characteristics of Respondents		Total	Percentage
Gender	Male	46	40%
	Women	69	60%
	Total	115	100%
Age	20-30 years	75	63%
	31 - 40 years	25	27%
	> 40 years	15	10%
	Total	115	100%
Job	Student	67	51%
	Employees	48	49%
	Total	115	100%

Data processed (2020)

Based on Table 3 shows that the characteristics of the respondents consist of gender, age and occupation. Based on gender, as many as 40% of male respondents and 60% of female respondents, this shows that there are more female respondents compared to men. Based on age, it was found that the most respondents were aged 21-30 years, amounting to 63%. Then based on the work it can be seen that the respondents as students or college students get the highest percentage, namely as much as 51%.

Validity and Reliability Test Results

The results of the validity test are seen in Table 4. It shows that the research indicators used to measure the variable service quality and satisfaction have a correlation coefficient value with a total score of all statement items greater than 0.30 with a significance of less than 0.05. This shows if the statement items in the research instrument are valid, so they are suitable for use.

Table 4. Validity test

Variable	Item	r Count	r Critical	Information
Quality of Service	1	0,745	0,30	Valid
	2	0,819	0,30	valid
	3	0,463	0,30	valid
	4	0,616	0,30	valid
	5	0,936	0,30	valid
Consumer satisfaction	6	0,877	0,30	valid
	7	0,838	0,30	valid
	8	0,673	0,30	valid

Data processed (2020)

The results of the reliability test are shown in Table 5 shows that the research variable has a Cronbach's Alpha coefficient of more than 0.60. So it can be concluded if all variables have met the reliability and reliability requirements so that they can be used and analyzed further.

satisfaction
Data processed (2020)

Normality Test

Table 6 shows the results of the normality test with the Kolmogorov-Smirnov test, moderation regression analysis shows the Asymp value. Sig (2-tailed) 0.314 is greater than the level of significance, which is 5 percent ($\alpha = 0.05$), so that the data tested is spread normally or is normally distributed.

Table 5. Reliability test

Variable	Item	Cronbach's Alpha	Information
Quality of Service	X	0,934	reliable
Consumer	Y	0,878	reliable

Table 6. Normality test

		Unstandardized Residual
N		89
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,03251846
Most Extreme	Absolute	,083
Differences	Positive	,052
	Negative	-,083
Test Statistic		,083
Asymp. Sig. (2-tailed)		,314[c,d]

Data processed (2020)

Heteroscedasticity Test

Table 7 shows that the significance value of customer satisfaction (X) is 0.174, gender (Z) is 0.246, and the interaction between consumer satisfaction and gender (X.Z) is 0.208. The test results have a significance value greater than (α) 0.05. Therefore, it can be concluded that heteroscedasticity does not occur.

Table 7. Heteroscedasticity test

Equation	Variable	Sig.

$Y = a + \beta_1 X + \beta_2 Z + \beta_3 X Z + e$	Quality of Service	0,174
	Gender	0,246
	Quality of Service with Gender	0,208

Data processed (2020)

Interaction Test Results (Model Regression Analysis)

Table 8. Regression model

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	.037	1.752		.020	.984
Quality of service (X)	.675	.126	.552	5.427	.000
Gender (Z)	2.512	1.033	.426	2.568	.012
Interaction between service quality with gender (XZ)	.174	.058	.493	2.840	.005
R Square					0,643
Adjusted R Square					0,633
F Count					63,596
Significance of F					0,000

Data processed (2020)

The results of moderated regression analysis are as presented in Table 6; the structural equation is as follows:

$$Y = \alpha + \beta_1 X + \beta_2 Z + \beta_3 XZ + e \quad (2)$$

$$Y = 0.037 + 0.675\ X + 2.512\ Z + 0.174\ XZ$$

The regression equation above has the following meanings:

1. The regression coefficient (β_1) = 0.675, indicating that if the variable service quality increases, it will result in an increase in the satisfaction variable assuming the other independent variables are constant
2. The value of the regression coefficient (β_2) = 2.512 means that if the gender variable increases, it will result in an increase in consumer satisfaction assuming the other independent variables are constant.

3. The interaction regression coefficient (β3) = 0.174 means that if the quality of service with gender increases, it will result in an increase in customer satisfaction assuming the other independent variables are constant.
4. The regression coefficient value β3 has significance 0.005 <0.05 (significant), meaning that the gender variable is a moderating variable, because the regression coefficient value β3 is significant. β1 is positive and β3 is significant positive, then gender as a moderator which strengthens the effect of service quality on satisfaction of batik consumers in Tasikmalaya.

Table 9. Suitability test (F test)

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	684.758	3	227.589	63.496	.000a
	Residual	381.104	116	3.694		
	Total	1076.573	119			

Data processed (2020)

Based on Table 9, the results of the F test (Ftest) show the significance of Fcount of 0.000 <0.05, so H0 is rejected, this means that service quality and gender have a significant effect on SME consumer satisfaction in the city of Tasikmalaya.

Table 10. The coefficient of determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802a	.643	.634	1.89589

Data processed (2020)

The results of the determination coefficient test in Table 10 show that the value of the adjusted R^2 is 0.634. This shows that customer satisfaction can be significantly influenced by service quality variables, gender, and the interaction variable between service quality and gender by 63.4%, then the remaining 36.6 percent is explained by other factors. The result of moderation regression analysis shows that significant β3 is 0.005 <0.05, then H0 is rejected, this means that gender moderates the effect of service quality on customer satisfaction. The test results found that β1 is positive and β3 is significant, so gender is a moderating variable that strengthens the effect of service quality on consumer satisfaction of SME batik in Tasikmalaya.

Based on the results of the moderation analysis test, it shows that the results of the analysis of the effect of service quality on customer satisfaction obtained a significance value of 0.000 with a beta coefficient value of 0.675. The significance value of 0.000 <(α) 0.05 indicates that H0 is rejected and H1 is accepted. This result means that service quality has a positive and significant effect on consumer satisfaction of batik SMEs in the city of Tasikmalaya. Thus, the higher the quality of services provided, the potential for growth in consumer satisfaction will increase, and vice versa, if the quality of services for batik SMEs in Tasikmalaya decreases, the potential for consumer satisfaction will decrease.

Based on the results of the moderation regression analysis test, it shows the effect of service quality on customer satisfaction (β1), a significance value of 0.000 (significant) is obtained with a regression coefficient value of 0.675. The significance value of the gender moderation variable on consumer satisfaction (β2) is 0.012 (significant) with a beta coefficient value of 2.512 and the significant value of the interaction variable between service quality and gender on customer satisfaction (β3) is 0.005 with a beta coefficient value of 0.174 (significant), This indicates that the moderating variable is a quasi-moderation type, because the coefficient (β2) is significant and the coefficient (β3) is significant. Quasi moderation is a variable that moderates the relationship between the dependent variable and the independent variable where the pseudo moderating variable interacts with the dependent variable as well as being the dependent variable. The result of moderation regression analysis shows that the value of the

regression coefficient β3 is significant 0.005 <0.05 (significant), meaning that gender is a moderate variable. The test results found that β1 is positive and β3 is significant, so gender as a moderating variable strengthens the effect of service quality on consumer satisfaction of batik SMEs in Tasikmalaya.

Conclusion

Based on the results of processing, it can be concluded that service quality has a positive and significant effect on customer satisfaction, which means that the higher the quality of services provided, the potential for growth in customer satisfaction will increase. Gender moderates the effect of service quality on customer satisfaction, gender as a moderating variable that strengthens the influence of service quality variables on consumer satisfaction of batik SMEs in the city of Tasikmalaya. There are several limitations in this study, namely, the scope of this research is limited to the area of the City of Tasikmalaya so that the results of this study cannot be generalized to consumers outside the City of Tasikmalaya, and the number of respondents involved is also somewhat lacking. This research was only conducted within a period of time. certain (cross-section), while the environment can change at any time so this research needs to be done again in the future. Suggestions that can be given based on the results of the research are the owners of the batik UKM in Tasikmalaya must improve the overall quality of services provided. This can be done by improving employee performance and providing training to consumers in particular so that they can provide services as desired by consumers.

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