



The Role of Gender as A Moderating Variable of Satisfaction with Local Brand Clothing Towards Customer Loyalty in Generation Z

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ABSTRACT This study aims to examine the role of gender in moderating the influence of customer satisfaction on customer loyalty in generation Z who use local brand clothing in Indonesia. The subjects of the study were 40 respondents with an age range of generation Z (born 1995-2010) who had purchased local brand clothing. Data were collected using the accidental sampling method and processed using the moderation regression technique. The results showed that gender acts as a moderator that influences the relationship between customer satisfaction and loyalty. The influence of satisfaction on loyalty is greater in men than in women. This shows that men are more likely to increase or strengthen loyalty based on rational satisfaction with product quality, while women are influenced by emotional factors and long-term relationships. These findings support the importance of considering gender differences in marketing strategies to increase customer loyalty.			
Keywords: <i>Customers, Loyalty, Satisfaction</i>			

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INTRODUCTION

Local brands are one of the products that are currently increasingly in demand, as evidenced by the emergence of many new local brands entering the industry in Indonesia, including in the clothing industry, which makes business actors face many challenges in developing their businesses. In Indonesia, local brands have to compete with each other and even have to compete with foreign brands that actually have the same quality (Pamela, 2021). Local brands are brands that come from the local country/region with owners who also come from the local country/region. Matahari and Ramayana are examples of local brands in the fashion industry and are widely known by the Indonesian people. In recent years, many clothing brands have emerged that offer more modern designs and carry

various concepts such as back to nature, minimalist, streetwear and others such as Erigo, Roughneck, CRSL, Starcross, Insurgent, Maternal and many more. Judging from the many brands that exist, it makes people have many choices too and if they are unable to foster a sense of satisfaction in existing customers, then slowly the customers they have can switch to brands with the same product with quality that they think is better so that gradually they will lose their loyal customers and ultimately will have an impact on decreasing sales of the brand.

The brands that have emerged have made each company have to think of various ways so that the products they offer can survive in the market. In addition to paying attention to the product, companies must also pay attention to the customers they have, because customers have a vital role in the sustainability of a brand (Sayekti et al., 2012). Knowing and understanding the concept of customer behavior needs to be done by the company, this is done in order to fulfill the desires and needs of customers (Zahra, 2012). If the customer's desires and needs are met, he will feel satisfied and then when that feeling of satisfaction arises, he will tend to have memories of the goods and brands attached to the goods (Pritandhari, 2015). In such conditions, it will give rise to repurchases of previously purchased goods and loyalty will arise in their use. Customer loyalty arises because of customer behavior towards the brand (Satyadharma, 2014).

Apart from making repeat purchases, loyal customers are customers who are willing to recommend the products or services they use to other people (Amiroh & Puspitadewi, 2021). Loyalty is very important because it is expected that the company will gain long-term benefits from the reciprocal relationship that is established over a certain period of time (Pritandhari, 2015). Customer loyalty has the power to increase the strength of a company (Kim et al., 2019). Having loyal customers is an advantage for every brand, one of which is being able to survive in the midst of relatively tight industrial competition (Sayekti et al., 2012).

Customer satisfaction is most often considered an important antecedent to customer loyalty (Leninkumar, 2017). Customer satisfaction is very important for the continuity and sustainability of a business (Hamzah & Shamsudin, 2020). Customer satisfaction is an expression of feelings from customers that arise after comparing existing expectations with what is offered by the company (Anggraeni et al., 2016). If the expectations of a product are met, it will give rise to satisfaction, conversely, if not met, it will give rise to dissatisfaction in customers. Therefore, customer satisfaction can also be interpreted as a time when there is no difference between customer expectations and what is offered by business actors (Sholeha et al., 2018).

Research conducted by Prasetyo (2020) states that satisfaction has a positive and significant influence on customer loyalty, which means that the more satisfied the customer is, the more loyal the customer will be. Research conducted in Sri Lanka states that customer satisfaction has an important influence on customer loyalty (Leninkumar, 2017). Meanwhile, according to Jones (1995) the relationship between customer satisfaction and customer loyalty is not that simple, especially in a highly competitive industrial environment. In his research, competitive industrial environments include

automobile, aircraft and other industries. In the context of restaurants, the analysis shows that the influence of customer satisfaction on customer loyalty is more significant for women than for men (Cha & Borchgrevink, 2019). This means that the satisfaction experienced by women in restaurants is more likely to increase their loyalty, which is expressed through the intention to revisit the restaurant or recommend it to others.

People who are customers of local brand clothing come from various generations. One of them is Generation-Z. Those who belong to this generation are people who were born between 1995-2010 (Francis & Hoefel, 2018). Utamanyu & Darmastuti (2022) in his research found that Generation-Z customers in Indonesia have a strong tendency to shop online and they show special behavior especially when shopping for clothes, food & drinks. The unique nature of Generation Z in terms of loyalty is that they demand companies to provide what they need so that they become loyal to a product from the company, while the previous generation was more accepting of what the company gave (Francis & Hoefel, 2018). Due to the unique characteristics of Generation Z, researchers want to focus their research on this generation.

Research conducted by Maharany & Santika (2019) stated that gender moderates the influence of customer satisfaction on customer loyalty, gender as a moderating variable is able to strengthen the influence of customer satisfaction on customer loyalty. However, in a study conducted by Dhinata & Kusumadewi (2014) it was stated that gender moderates by weakening the influence of customer satisfaction on customer loyalty. This means that both men and women do not have a difference in influencing customer satisfaction on loyalty. Other studies show that although gender moderation is not statistically significant in the relationship between satisfaction and loyalty, data shows that women are slightly more likely to be loyal customers if they feel satisfied compared to men (Zhong & Moon, 2020).

Previous studies have looked at the role of gender in moderating the influence of customer satisfaction on overall customer loyalty. However, in this study, the role of gender in moderating the influence of customer satisfaction on customer loyalty will be seen based on the division of gender into male and female. The purpose of this study is to determine the role of gender in moderating the satisfaction of local brand clothing on customer loyalty in generation Z. The theoretical benefits of the research are as a development of the theory of Industrial & Organizational Psychology, especially Consumer Psychology. The practical benefits of this research are expected to be a reference for business actors in the Indonesian local brand clothing industry to be able to compete with each other or with foreign brands. Information from this study can be used as a consideration in winning the competition with other clothing brands.

RESEARCH METHODOLOGY

This research uses a quantitative correlational method that emphasizes analysis of quantitative data collected through the measurement stage and processed using statistical analysis methods (Azwar, 2022). In this study, 40 subjects were taken. Subject characteristics, namely: 1) Generation Z (born 1995-2010). 3) Have purchased local brand

clothing (Indonesia). The selection of research subjects used the accidental sampling method where anyone met by the researcher and according to the characteristics can be a research sample (Suryana et al., 2013).

In this study there are 3 variables studied, namely the independent variable (x) is satisfaction and the dependent variable (y) is customer loyalty and variabel moderation (m) is gender. In this study, customer loyalty uses a scale compiled by Hikmah (2021) based on the theory put forward by Dharmesta (1999) which is adjusted again to the research needs. The satisfaction variable in this study was measured using a scale compiled by Tambun et al (2021) based on the aspects put forward by Wilkie (1994) which is adjusted again to the research needs.

This research has three stages of research, namely determining the topic to be studied, conducting research, and analyzing and processing the data that has been obtained. First, the researcher determines the topic by reviewing previous research and looking for literature as a reference for research. Second, conducting research by distributing the predetermined scale to the subjects according to the research criteria. And Third, conducting a total item correlation test, reliability, linearity, normality and moderated regression analysis to answer hypothesis.

RESULT AND DISCUSSION

In the classical assumption test, the researcher conducted two tests, namely the normality test and the linearity test. The results of the normality test using the Kolmogorov-Smirnov test, the Asymp. Sig. (2-tailed) value of 0.200 is greater than 0.05 ($0.200 > 0.05$), so according to the decision in the normality test using the Kolmogorov-Smirnov test, both variables are normally distributed. The linearity test shows that the linearity value of 0.000 ($\text{sig} < 0.05$) means that the customer satisfaction and customer loyalty variables have a linear relationship pattern.

Table 1. Moderation Test

	Coefficient	SE	t	P
KP(X)	1,9442	0.6594	2,9484	0.0056
Gender (W)	30,5207	17.4275	1,7513	0.0884
X*W Interaction	-0.6916	0.3940	-1.7552	0.0877

Table 2. Conditional Effects on Different Gender Values

Gender	Effect	so	t	P
Man	1.2526	0.3053	4,1034	0.0002
Woman	0.5610	0.2491	2,2520	0.0305

The role of gender in moderating the influence between KP (customer satisfaction/variable X) on LP (customer loyalty/variable Y) can be seen through the interaction between KP and gender. It was found that the influence of KP on LP differs between men and women. In men, KP has a greater influence on LP, with a coefficient of 1.2526, which is significant at ($P = 0.0002$). This means that every one unit increase in KP

results in an increase of 1.2526 in LP. Conversely, in women, the influence of KP on LP is smaller, with a coefficient of 0.5610, which is also significant at ($P = 0.0305$). This shows that a one unit increase in KP results in a smaller increase in LP, which is 0.5610, in women.

The interaction between KP and gender has a coefficient of -0.6916 with ($P = 0.0877$), which is close to significant at the 10% level. This indicates that gender moderates the effect of KP on LP, where the effect of KP on LP is stronger in men than in women. The negative coefficient of this interaction indicates that the role of gender weakens the effect of KP when gender is female. Thus, gender acts as a moderator that affects the strength of the relationship between KP and LP, where this relationship is more significant and greater in men than in women.

Research on the influence of customer satisfaction on customer loyalty moderated by gender is an interesting research area because of the potential differences in preferences and perceptions between men and women. Customer satisfaction is considered a key factor influencing customer loyalty. Previous research results have shown that customer satisfaction can be a strong indicator of whether customers will remain loyal or switch to competing brands or services. In this context, the role of gender can be a factor that moderates this relationship. Research conducted by Maharany & Santika (2019) states that the role of gender in moderating the influence of customer satisfaction on customer loyalty is as a moderating variable that strengthens the impact of customer satisfaction on the level of customer loyalty.

In this study, it was found that gender acts as a moderator that influences the relationship between customer satisfaction and customer loyalty. From the existing results, it is also said that the influence of customer satisfaction on customer loyalty is greater in men than women. Increasing customer satisfaction in the male group results in a more significant increase in loyalty. In other words, men strengthen the influence of customer satisfaction on customer loyalty compared to women. This can happen because men tend to be more influenced by rational aspects, for example satisfaction with the quality of products or services provided in forming their loyalty (Das & Varshneya, 2017). In women in this study, it was found that the influence of customer satisfaction on customer loyalty was smaller than men. This can happen because the dynamics of loyalty in female customers tend to be influenced by emotional factors and long-term relationships with existing brands or services (Melnik et al., 2010). The study also stated that women tend to consider factors such as trust and emotional commitment to the company when determining their loyalty.

The research subjects in this study were generation Z, with birth years between 1995 and 2010. Because generation Z are customers who tend to be connected to the digital world, their loyalty behavior can be very different from previous generations. Previous studies have shown that Generation Z actually tends to be more loyal than previous generations to a company if the company can meet their needs properly and according to their expectations (Ngha et al., 2021). In this case, male generation Z shows a relatively more rational behavior towards product quality evaluation in terms of loyalty, as part of

their psychological temperament shows the results that customer satisfaction has a stronger increase in them than females.

The results of this study are not in line with previous research conducted by Dhinata & Kusumadewi (2014) where the interaction between customer satisfaction and gender resulted in the finding that gender has a negative and significant impact as a moderating variable that weakens the influence of customer satisfaction on customer loyalty. The difference between the results of research related to customer satisfaction and customer loyalty can be different due to the characteristics of the subjects such as age, gender (male and female), and level of knowledge (Arwani et al., 2012). The results of the interaction test showed that the influence of customer satisfaction on customer loyalty decreased in women compared to men. This can be explained through gender theory in customer behavior, it is said that women tend to rely on more complex social interactions and emotional relationships in the decision-making process (Fischer & Arnold, 1994). Thus, the relationship between customer satisfaction and customer loyalty may be weakened by other factors, such as personal relationships or previous customer experiences that are more subjective and more relevant to women. This finding supports the importance of considering gender differences in marketing strategies aimed at increasing customer loyalty.

CONCLUSION

Based on the research results, it can be concluded that gender plays a role in moderating the influence between customer satisfaction and customer loyalty. Where in men, increased satisfaction results in a greater increase or strengthening of loyalty compared to women. This is due to the tendency of men to be influenced by rational satisfaction with product quality, while women tend to be influenced by emotional relationships and more personal experiences. This finding can be used as a consideration for local brand clothing business actors where it is necessary to consider gender differences in increasing customer loyalty.

For local brand clothing companies, their marketing strategies can be differentiated based on gender. For male customers, they can emphasize product quality and other rational aspects, while for women, they can emphasize the emotional aspects. For further researchers, they can consider other variables to be used as moderating variables, which can be taken from social and cultural factors.

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