

# THE EFFECT OF AGE AND GENDER AS MODERATORS TOWARDS THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND REVISIT INTENTION: A STUDY ON TEA HOUSE SETTING

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**Abstract:** *Retaining present customers and ensuring repeat trips and purchases is critical for any food service operator. Drawing on the recent trend and taking the case of teahouses, this study explores the teahouse customers' satisfaction and revisits intention by analyzing age and gender as moderator factors. The author utilizes regression analysis to test the proposed causal relationships. The result analytically confirmed that satisfaction with service, product, social factors, ambiance, and location are the backgrounds of repeat intention of teahouses. Age and gender were found to moderate the effect of customer satisfaction and revisit intention. The findings encourage teahouse operators to take good measures in drawing more repeat customers to their premises.*

**Keywords:** *Satisfaction, Behavioral Intention, Perceived Age, Perceived Gender, Café, Tea House, Customer Satisfaction, Revisits Intention*

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## Introduction

Cities worldwide are changing rapidly, with the majority of the population now living in urban areas. As cities becoming more diverse, people are finding a new way of living together. Coffee shops and cafes are helping to build communities by providing a welcoming space for socializing. This has contributed to developing urban amenities that promote social interaction. The proliferation of cafes in urban areas is a component of the experience economy, which involves creating and selling lifestyle experiences to city dwellers (Ferreira et al., 2021 & Gao, 2021).

In Malaysia, cafes- and not just coffee trend is popular. While cafes have traditionally been associated with coffee, a new type of establishment has emerged in recent years – the teahouses. They offer a similar urban lifestyle experience to cafes, targeting young people with affordable prices and a wide selection. Although Malaysian consumers may not fully embrace tea as a beverage of choice, the emergence of teahouses speaks to a growing cultural and social demand for this type of establishment.

Similar to coffee, teahouses are focused on retaining and attracting customers. It is generally recognized in marketing that retaining a customer is more effective than acquiring a new one. As a result, researchers have become interested in identifying factors that contribute to customer retention and repeat purchases, particularly in the food service industry (Zuratulraha et al., 2018; Hiram & Ramayah, 2016; Kim, 2016; Leong, 2018). Customer retention and satisfaction have been extensively studied in many food service sectors, but there is a lack of research on revisit intention specifically for teahouses.

This study intends to identify the influencing factors on customers' revisit intention of teahouses by studying the moderating effect – customers' age and gender.

The objectives of this study are:

- RO1 : To identify the most important factors that influence the customer behavior in teahouse setting.
- RO2 : To identify the relationship between customer satisfaction and revisit intention in teahouse setting.
- RO3 : Customer's age and gender moderate the relationship between customer satisfaction and revisit intention.

## Literature Review

The action plan is regularly utilized as a vicarious indication of real conduct. Existing evaluations have shown that consumer commitment is a leader of social intention and genuine conduct. When it comes to the intention to return, it is commonly linked to customer loyalty, and the higher the satisfaction that a restaurant provides, the greater the chances of the customer coming back. (Bisui et al., 2021).

### Customer Satisfaction

Customer satisfaction is a blend of clients' sentiments about administration in various measurements. Numerous investigations have structured and assessed scales to gauge satisfaction. Parasuraman (2002) build up a reasonable model of administration quality with ten measurements - reliability, responsiveness, competence, access, courtesy, communication, validity, security, understanding, and tangibles. According to Mohammadi (2018), the product is the central part of the entire marketing mix technique sellers can introduce one-of-a-kind

merchandise that can distinguish their frameworks from their opponents. This declaration is then sustained by Adhaghassani (2016) on the added articulation of items divided by supremacy, design, functions, hallmark, and dimensions. Kanetro et al. (2023) mentioned that they relied on the fact that food quality is among the essential parts of any feasting encounter. However, Majid et al. (2018), at that point, specified that food high quality would certainly be the essential item of the substantial element of, as a rule, diner or restaurant administration esteem and is foreseeable to have an equipping organization with consumer contentment as well as allegiance. Zhong et al. (2020) likewise believed that food quality is one of the most vital facets affecting customer commitment in any restaurant outlet.

Another factor affecting chain restaurants' popularity is the lack of a "third space" environment. Ni & Ishii (2023) showed that, although tea has been a traditional drink in Chinese culture, traditional tea houses were expensive locations that gradually became affordable for conferences or the social or scholarly fabulous. Considering that virtually every family member claims a tea set and can immediately purchase tea, friends, and family generally make and consume tea in the house. Nevertheless, new sorts of tea houses have developed, comparative in style to bistro, focusing on the younger age with increasingly moderate costs and a more extensive scope of the decision, so the absence of a "third space" does not entirely clarify the café and bistro.

As signified by Mistar et al. (2020) with the affirmation sharing that restaurant organizations were concentrating much more on food quality and also qualities of the food, typically, an experience that includes only easy eating yet additionally concentrates on other essential facets, for instance, service, decor, external layout, atmosphere, around the outlets, tangibles facets in and out of the properties along with the venue. Location is a physical essential that could be an extra support to customer commitment and conduct.

Typically, various components are classified into social elements, such as references or colleagues, family members, etc. When identifying details items, services, or associated classifications, the various components of social aspects can regulate the influence on a consumer. These studies provide authentic evidence of a positive connection between consumer loyalty and return to expectation in the food service sector. Satisfied customers are bound to deny competitive deals and to repurchase the item or service from the present supplier (Rajput & Gahfoor, 2020; Mohammad Ibrahim, 2021).

### **Revisit Intention**

It is conceivable that competitors can use numerous similar products or services when a company offers products and services. Consumers usually have numerous selections. Therefore, it is essential for businesses must improve the benefit of existing customers, identify a means to draw in their customers and take another look at purpose apart from pulling in brand-new customers. Consumer revisit intention has been examined in lots of areas, for example, the travel sector administrations, catering services (Soleimani, 2018), healthcare facility administration (Lee & Kim, 2017), retail service (Gibson et al., 2022), bank administrations (Magotra et al., 2019), and also telecom service (McCoy et al., 2017).

### **Customer Satisfaction and Revisit Intention**

Customer complete satisfaction is one of the perceptions that happen in a customer after he or she purchases a service or product and the mindset regarding the product or services performed, the consumer compares to other competitor's products and services how the services and

product satisfy their complete satisfaction (Lamai et al., 2020). Numerous research papers' results confirmed that consumer satisfaction is favorable and straight about behavior objectives (Kim, 2016). Take repast, for instance; when customers choose to have a meal in a particular eatery, they will have an assumption regarding how they will be served. After the meal, they will compare the serving experience and their expectations. Suppose the service quality of the eatery offered is equivalent to or higher than anticipated. In that case, they will be satisfied with this eatery and will likely be back again, and vice versa.

For this reason, to boost the marketplace segments in the restaurant organization, customer satisfaction is a significant sign of customer repurchase (Morkunas & Rudiene, 2020). Polas et al. (2022) verified an encouraging and considerable association between service quality, physical setting, and price perception with revisit intention. The study confirmed that customer satisfaction mediates the relationship between the physical environment and price assumption with customer revisit intention. Kwame et al. (2023) discovered that customer satisfaction and revisit intention are influenced by the experiencescape provided by the baristas as agents of coffee connoisseurship in specialty coffee shop settings. Aligning with the previous, Sofia et al. (2020) and Islam et al. (2019) confirmed that satisfied customers likely intend to revisit and spread word-of-mouth in similar business settings. Even though dimensions used to measure consumer satisfaction in different studies are not identical, satisfaction as a determinant factor of consumer revisit intention is reliable in other research.

Based on the above literature reviews, the following hypotheses are formulated:

Hypothesis 1 (H1): Service has a significant relationship on revisit intention.

Hypothesis 2 (H2): Product has a significant relationship on revisit intention.

Hypothesis 3 (H3): Ambience and location have a significant relationship on revisit intention.

Hypothesis 4 (H4): Social factors have a significant relationship on revisit intention.

### **Gender and Age as Moderating Factor**

Studies have explored the influence of demographic variables on satisfaction and loyalty. It has a significant positive effect on both affective and cognitive impulse-buying tendencies. Hohenberger (2016) found that gender, age, and income moderated the relationship between satisfaction and loyalty for German automobile customers. Specifically, women relied more on the personal interaction process than product satisfaction in repurchasing from the same dealer. Younger and higher-income customers relied more on information provided by sales personnel than their satisfaction with the product. In another study of online consumer repurchase decision-making, Fang et al. (2016) showed the empirical evidence shows that both age and gender can affect online repurchase intention by moderating the relationships between relational benefits like product quality and e-service quality and perceived value. However, these effects were contingent upon the shoppers' motives. Gender

Some previous studies pointed out gender differences in evaluating item quality and physical setting quality and recommended that males and women differ regarding fashion consumption, with women consumers being a lot more conscious product quality and physical elements of item qualities (Kim & Yang, 2020; Hew et al., 2017; Fang et al., 2016). Gender differences likewise play an essential duty in food consumption. Some studies have shown that female and male consumers typically have different requirements for food, suggesting that female position even more focus on attributes of food quality, such as taste, presentation, and menu selection, but males place more emphasis on portions (Zhang et al., 2018; Lin & Chang, 2020; Ma et al., 2014).

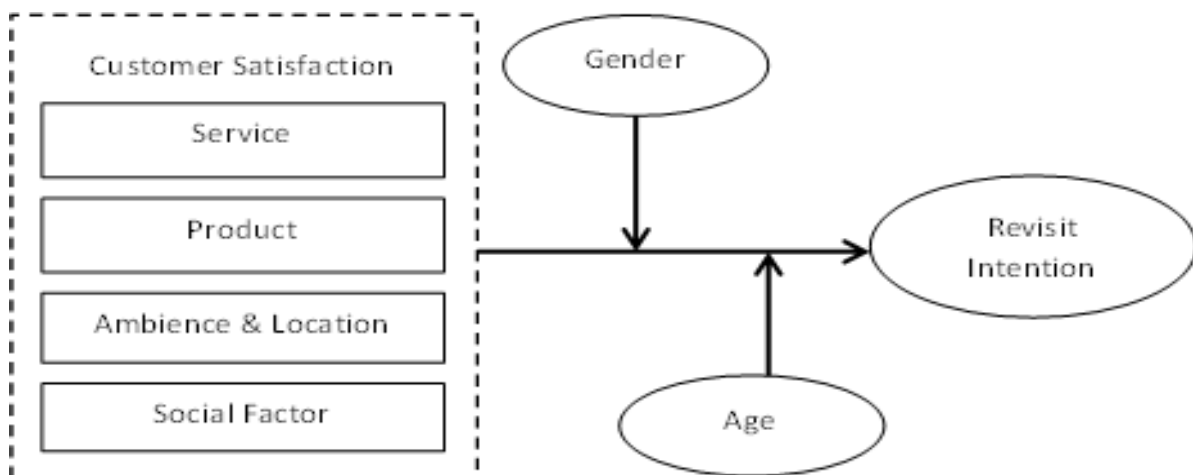
Kim & Yang (2020) held that gender and education have ramifications for satiety dimensions, consisting of tangible aspects, such as physical facilities and equipment. Wang & Kim (2019) likewise suggested that ladies are more sensitive to aesthetic and romantic aspects than males. The literature on gender impacts on service quality tends to be complicated. Some researchers have discovered that female consumers provide reduced service quality rankings than men (Hew et al., 2017; Zhang et al., 2018; Wang & Kim, 2019). Nonetheless, some other scholars have differing views towards service quality based on gender. For example, Zhong & Moon (2020) research study suggested that female customers can be much more sensitive than men regarding relational facets of service. In addition, Salleh et al. (2016) also found that male and female consumers' assumptions do not significantly vary regarding hotel staff service. Hence, hypothesis H5 was developed:

H5: Gender moderates the relationship between customer satisfaction and revisits intention.

### Age

Age-related differences in consumer behavior result from physical and cognitive aging processes and accumulated life experiences (Nawi et al., 2019). As individuals age, their familiarity, expertise, and experience with the products and services they use increases. This heightened familiarity may result in more intricate expectations and perceptions regarding their interactions with service providers (Janavi et al., 2021; Talwar et al., 2020; Agarwal & Kasliwal, 2017). In contrast, Joshi & Rahman (2016) stated that customers who have less experience may not possess adequate knowledge to differentiate crucial characteristics. As a result, they tend to focus on tangible and perceptual attributes, like employees' behaviors, which are easily assessable. In addition, Saneva & Chortoseva (2018) found that younger customers focus more on the physical environment quality than older customers. In contrast, older customers may emphasize personal interaction with the service providers and the restaurant's reputation (Lee et al., 2012). Based on this, hypothesis H6 was developed:

H6: Age moderates the relationship between customer satisfaction and revisit intention.



**Figure 1: Conceptual framework of gender and age as moderating factors in the association between customer satisfaction (DV) and revisit intention (IV)**

## Methodology

### Data Processing and Analysis

The current study has a cross-sectional design, and data analyses were carried out using SPSS (Statistical Package for Social Sciences, version 20.0 for Windows). Gender differences on the variables were analyzed using Student's t-tests for independent samples. The association between customer satisfaction and revisit intention was investigated using Pearson's correlation coefficient. To analyze the correlation's strength, Pestana & Gageiro (2008) provided the following reference values: results between .10 and .29 are very low correlations, .20 and .39 are low correlations, and .40 and .69 are moderate correlations, .70 and .89 are high correlations and results above .90 are very high correlations. Multiple linear regressions were conducted to examine the predictive influence of customer satisfaction and revisit intention. Regression coefficients were used to estimate each independent variable's impact on the dependent variable. The moderating variable in this study is categorical (gender and age), and a dummy variable was established to perform the moderation analysis. The moderator variable (gender and age) and the independent variables were multiplied to create the variables representing the results.

Data from the current study was obtained from customers at chosen independent teahouses or café around the Klang Valley area; most of them are placed at Kuala Lumpur City Centre, Petaling Jaya, Damansara, and Subang Jaya. A total of 250 survey questions were distributed to the respective respondent using the purposive sampling method directly to the respondent. Out of the 250 distributed surveys, an 80.4% response rate was achieved (201 participants). After excluding invalid questionnaires due to duplication or empty fields, we had 201 surveys ready for analysis.

## Result And Discussion

The research analysis was divided into two stages. The first phase analyzed the descriptive statistics of the measurement items and was primarily concerned with examining the measurement model to determine the model's reliability and validity. The second phase included structural model analysis and hypothesis testing.

### Descriptive Statistics

SPSS was used for descriptive analysis. Most of the respondents were female, with 63.3%. Regarding age, the largest age group (55.6%) was between 21 – 30 years old. The characteristics of the respondents in terms of educational qualifications show that most respondents (58.3%) have achieved a degree, 14.6% have a diploma, and 13.6% hold SPM and STPM qualifications. As shown in Table 1, the mean for each construct used in the proposed model was greater than 3.5, and that of the service factor is the largest, followed by product, social factors, and ambiance and location factors.

**Table 1: Descriptive Statistic**

Variable	Mean	SD	N
Service	3.696	0.201	201
Product	3.521	0.281	201
Ambiance and Location	3.401	0.316	201
Social Factors	3.487	0.265	201
Revisit Intention	3.456	0.159	201

### Correlation Analysis Between Customer Satisfaction and Revisit Intention

Pearson's Correlation is used to study the relationship between Customer Satisfaction and Revisit Intention. Linear Regression analysis tests the effects of satisfaction in four dimensions - Service, Product, Ambience and Location, and Social Factors on customer revisit intention. Table 2 below shows the result of the analysis.

**Table 2: Correlation Analysis**

<b>Revisit Intention</b>		
Service	Pearson Correlation	.146*
	Sig. (2-tailed)	.014
	N	201
Product	Pearson Correlation	.360**
	Sig. (2-tailed)	.000
	N	201
Ambience & Location	Pearson Correlation	.719**
	Sig. (2-tailed)	.000
	N	201
Social Factor	Pearson Correlation	.699**
	Sig. (2-tailed)	.000
	N	201

\*\*Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

There is a significant, weak, and positive correlation between Service and Revisit Intention ( $r = 0.146$ ,  $p < .05$ ). The relationship between the variables is stated as 0.146, further strengthening the relatively weak relationship between the Service and Revisit Intention. A moderate relationship exists between the Product and Revisit Intention and a positive correlation ( $r = 0.360$ ,  $p < .01$ ). There is a significant, strong, and positive correlation between Ambience and Location and Revisit Intention ( $r = 0.719$ ,  $p < .01$ ). There is a strong relationship between the Social Factor and Revisit Intention and a positive correlation ( $r = 0.699$ ,  $p < .01$ ). The correlation analysis supports that the Social Factor has a significant positive relationship with customer Revisit Intention. Overall, the expected relationship between customer satisfaction in four factors of customer satisfaction and revisit intention (Hypothesis 1- Hypothesis 4) is supported by positive coefficients. This means that customer satisfaction in each factor positively impacts revisit intention. According to Rajput & Gahfoor (2020) and Mohammad Ibrahim (2021), the more consumer satisfaction with meals and surroundings, service and courtesy, cost and value, area and location, and advertising and promotion, the greater the likelihood of a consumer to return.

### The moderating effect of gender and age on the relationship between customer satisfaction and revisit intention.

This study further investigated the moderating effect of gender and age on the relationship between the exogenous constructs (Customer Satisfaction) and the endogenous construct (revisit intention). The results indicate that gender moderates the relationship between Customer Satisfaction and revisit intention ( $\beta = .086$ ,  $p < .01$ ). This result was expected from the literature, where several studies report that gender has a moderating effect on the relationship between satisfaction and revisit intention (Morkunas & Rudiene, 2020; Kwame et al., 2023; Sofia et al., 2020). Additionally, the findings show that age moderates the association between customer

satisfaction and revisit intention ( $\beta = .433$ ,  $p < .05$ ). Janavi et al. (2021), Talwar et al. (2020), and Agarwal & Kasliwal (2017) studies show similar results although in different business settings and found age and occupation associated with service loyalty (i.e., repurchase intention and loyalty behavior).

**Table 3: Regression Analysis**

Model	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	.509	.258		-1.971	.010*
Customer Satisfaction	.132	.057	.009	1.211	.033*
Customer Satisfaction x Gender	.022	.070	.086	1.884	.000**
Customer Satisfaction x Age	.424	.046	.433	9.248	.020*

Dependent Variable: Revisit intention

R square: 0.541, adjusted R square: 0.521

\*\* Significant at the 0.01 level (2-tailed).

\* Significant at the 0.05 level (2-tailed).

### conclusion

This paper illustrated satisfaction in four factors instead of the overall satisfaction used in previous work. Consistent with most previous research, we found that satisfaction relates to revisiting intention and customers' satisfaction with service, product, social factors, ambiance, and location. Each of the factors in customer satisfaction has a positive effect on revisit intention. Consider repast; when consumers select to eat at a specific restaurant, they will expect how they will be served. They will compare the service experience and their expectations after the meal. If the service quality of the diner given is comparable to or better than expected, they will be satisfied and will likely return, and vice versa. As a result, to grow market segments in the restaurant business, customer repurchase is a significant indicator of market segments in the eatery industry (Polas et al., 2022). The regression analysis results reveal that satisfaction with service, product, social factors, ambiance, and location are the antecedents of revisit intention of teahouses. Age and gender were found to moderate the effect of customer satisfaction and revisit intention. Our results support existing findings within an educational context showing that age moderates the relationship between customer satisfaction on revisit intention (Fang et al., 2016) and that gender moderates the relationship between customer satisfaction on revisit intention (Zhong & Moon, 2020).

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