

THE EFFECT OF AGE AND GENDER AS MODERATOR TOWARDS 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 a critical concern for any foodservice operators. Drawing on a recent trend, and taking the case of teahouses, this study aims to explore the teahouse customers' satisfaction and revisit 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 of 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 are beneficial for 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

1. INTRODUCTION

Urban areas over the world have been encountering a time of quicker change, with the ascent of Asian super urban communities, and for the time being the generally held of the total populace is urban-based. As urban communities develop in thickness, unpredictability, and social assorted variety, individuals are modifying with new strategies of urban living. In expansive, café and bistro can be viewed as supporting the advancement in a network of sociability. The exponential ascent of the café culture can be deemed as a significant factor in the creation of urban civilities – as a position of hospitality that includes another measurement to its job in the development of thoughtfulness and sociability [1]. The blasting of bistros in urban areas is a piece of the engaging economy that takes into account the creation and selling of way of life experience to the urbanites [2]. In contrast with Europe, in Southeast Asia (SEA) the cafe culture is still in its initial days. Malaysia as one of the most advanced countries in Southeast Asia is also irresistible to this trend, with café, rather than coffee are at the center of this current trend in contemporary Malaysian cities. General has known that café is always associated with coffee, though, in recent years, new breeds of café have appeared – Teahouse. Chen [3] mentioned that teahouses have set off elective pattern where tea advertisement was no longer part of the coffee advertisement any longer. Parallel to café styles, teahouses are likewise offering urban lifestyle products, targeting the younger generation with more reasonable prices and an eclectic range of selections. Although tea palate has not yet fully developed among Malaysian, due to lifestyle, the consumer has urbanized a cultural and social demand for teahouses.

Like café (for coffee), teahouses have gotten serious in securing and holding clients as they are going to be client-driven. One of the, for the most part, perceived promoting standards is that holding the client is more efficient than finding the new one [4]. Therefore, caring for factors that can contribute to customer retention and their repeat purchase has proved to entice researchers' attention [8,5,6,7]. Client

retention and satisfaction have long turned into an exploration enthusiasm for the foodservice industry and has been applied in numerous foodservice sectors. Still, limited studies on revisit intention based on teahouses are available.

The intention of this study is to identify the influencing factors on teahouses customers' revisit intention by studying the moderating affect – customers' age and gender.

The objectives of this study are:

RO1. To identify the most important factors that influencing the tea consuming behavior in teahouse.

RO2. To identify the relationship between factors that influencing the tea consumption on customer satisfaction and revisit intention.

RO3. Consumers' age and gender moderate the relationship between customer satisfaction and revisit intention.

2. LITERATURE REVIEW

The behavior plan is frequently utilized as a vicarious indicator for real conduct [26]. The existing examination has demonstrated that consumer loyalty is a forerunner of social intension and real conduct [27]. Concerning return to intension, it is constantly related to consumer loyalty and the higher fulfillment an eatery conveys, the higher the likelihood that the client will return to [28].

2.1 Customer Satisfaction

Consumer loyalty is a blend of clients' sentiments about administration in various measurements. Numerous investigations have structured and assessed scales to gauge consumer loyalty. Parasuraman *et al.* [29] build up a reasonable model of administration quality with ten measurements - reliability, responsiveness, competence, access, courtesy, communication, validity, security, understanding, and tangibles. According to [30], the product is the main component of the whole advertising blend approach that sellers can introduce one of a kind merchandise that can differentiate between their structures from their rivals. This statement is then supported by Borden [31] with his support on the extra articulation of product is separated by superiority, design, features, trademark, and sizes.

Namkung and Jang [32] stated that they trusted that quality of food is one of the basic components of any feasting encounters though Ryu and Han [28] at that point define that food quality will be the biggest piece of the huge component of as a rule diner or eatery administration esteem and is predictable to have an empowering association with consumer satisfaction and allegiance. According to Clark and Wood [33], they also believed that food quality is the most important aspect influencing consumer loyalty in any restaurant outlet.

Another factor affecting the popularity of the chain restaurant is the lack of a "third space" environment. Bookman [34] expressed that, despite the fact that tea has been a customary beverage in Chinese culture, conventional tea houses were costly places progressively reasonable for a conference or for the social or scholarly first class. Since almost every family claims a tea set and can promptly buy tea, friend and family would typically make and consume tea at home. Nevertheless, new sorts of tea houses have developed, comparative in style to bistro, focusing on the more youthful age with increasingly moderate costs and more extensive scope of the decision, so the absence of a "third space" does not completely clarify the café and bistro.

As indicated by Hiram and Ramayah [5] with the statement expressing that eatery establishments were focusing more towards food quality and characters of the food, by and large experience which incorporates only simple eating yet additionally focusing on other essential aspects, for example, service, interior design, external design, ambiance, around the outlets, tangibles aspects in and out of the premises as well as the location. Location is a physical fundamental that could be additional support to consumer loyalty and the conduct.

Generally, there are different components being categorized in the social factors, for example, reference or peer group, family and etc. During the determination of specific products, services, or related categories, the different components of social factors can be the control of the influence in a consumer.

These studies all provide genuine evidence of a positive connection between consumer loyalty and return to expectation in the foodservice industry. Satisfied consumers are bound to reject competitive offers and to repurchase the item or service from the current supplier [10,36].

2.2 Revisit Intention

At the point when an organization offers a product or service, it is conceivable that there are numerous comparable products or services available given by competitors. Consumers generally have numerous choices. Thus, it is important for companies to improve the benefit of existing customers and find a way to pull in their revisit intention other than drawing in new customers [38]. Consumer revisit intention has been studied in many areas, for example, the travel industry administrations [42], catering services [43], hospital administration [41], retail business [39], bank administrations [45], telecom business [40].

2.3 Customer Satisfaction and Revisit Intention

Consumer satisfaction is a general evaluation comparing post-purchase apparent execution and purchase desire [44]. 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. If the service quality of the eatery offered is equivalent or higher than anticipated, they will be satisfied with this eatery, and would likely to be back again, and vice versa. Hence, to increase the market segments in the eatery business, consumer satisfaction is an influential indicator of the customer to repurchase [47]. Qu [46] studies show that, by breaking down information from Chinese eateries in Indiana, the higher consumer satisfaction in foods and environment, service and courtesy, cost and value, area and location, and advertising and promotion, the greater probability of consumer returns. Not quite the same as Qu's decision, Weiss et al. [48] discovered that consumer revisit is affected by the fulfillment with the theme restaurant food quality and environment. Despite the fact that dimensions used to measure consumer satisfaction in different studies are not identical, the satisfaction as a determinant factor of consumer revisit intention is reliable in different research.

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

Hypothesis 1 (H1):

Service has a significant relationship with revisit intention.

Hypothesis 2 (H2):

The product has a significant relationship with revisit intention.

Hypothesis 3 (H3):

Ambiance and location have a significant relationship on revisit intention.

Hypothesis 4 (H4):

Social factor has a significant relationship on revisit intention.

2.4 Gender and Age as Moderating Factor

Studies have explored the influence of demographic variables on satisfaction and loyalty. Homburg and Giering [9] 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 their decision to repurchase 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 automobile customers, Mittal and Kamakura [35] showed that women, older (>60 years), less educated, and married couples with no children were more tolerant i.e., for the same satisfaction level, they had a higher probability of repurchase than other groups. Paterson [11] studied three service industries (dental, hairdressing, and travel agents), and found age and occupation associated with service loyalty (i.e. repurchase intention and loyalty behavior) but gender was not. In particular, more mature age groups (35-54 and > 55 years) displayed significantly more loyal behavior than their younger counterparts (18-24 and 25-34 years).

2.4.1 Gender

Gender has a direct effect on outcome variables such as perceived service quality [14,12,13], customer satisfaction [35,15], fairness perceptions [16], and loyalty [11,18,17,19], as well as a moderating effect on the relationship between

satisfaction and loyalty [35], and between the different stages of loyalty [20].

Hence, the hypothesis H5 was developed:

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

2.4.2 Age

Age-related differences in consumer behavior are the result of physical and cognitive aging processes and accumulated life experiences [21]. As customers grow older, they gain more experience, familiarity, and expertise in relation to the products and services purchased and consumed by them [23]. Prior experience may lead to a more complex set of expectations and perceptions about service encounters [22]. Customers with less experience, on the other hand, may not have sufficient knowledge to distinguish important attributes; thus, tangible and perceptual features such as service employee behavior which are easy to evaluate capture their attention. In fact, younger customers also tend to be more demanding about the quality of the physical service environment compared to older customers [12]. Based on this, the hypothesis H6 was developed:

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

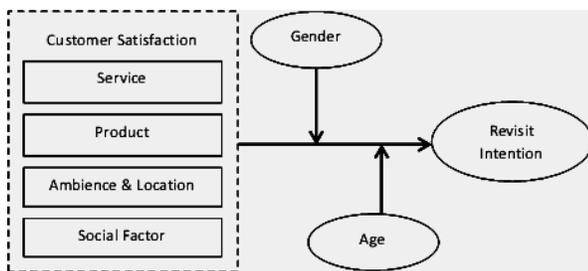


Figure (1) Conceptual framework of gender and age as a moderating factor in the association between customer satisfaction (DV) and revisit

3. RESEARCH DESIGN AND INSTRUMENT

3.1 Data Processing and Analysis

For the purpose of this study the analysis of data was made by using appropriate tools and technique; the techniques used were the descriptive statistics, correlation, and regression analysis.

For descriptive statistics, the frequencies and percentage of demographic variables such as gender, age, education, and income were examined. The mean and standard deviation were calculated on each of the factors in Customer Satisfaction. The correlation analysis method was used to measure whether revisit intention was influenced by customer satisfaction variables alone first and then by using regression analysis, demographic variables (gender and age) included as moderating factors.

3.2 Data Collection

Data from the current study was obtained from customer at chosen independent teahouse or café around Klang Valley area which 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 a purposive sampling method directly to the respondent. However, only 201 valid survey questionnaires were obtained and giving an 80.4% response of rating. The majority of the respondent were female with 63.3%. Regarding age, the largest age group (55.6%) was in between 21 – 30 years old. The characteristics of the respondents in terms of educational qualifications show that the majority of the respondents (58.3%) have achieved a degree, followed by 14.6% have a diploma, and 13.6% of respondents hold SPM and STPM qualification.

3.3 Reliability

A pilot study conducted with 40 customers in designated teahouses around Klang Valley, Malaysia. The result of data analysis shows that the value of Cronbach’s Alpha for all of the constructs was greater than 0.70, suggesting that all of the constructs’ reliability was acceptable [25]. The survey questionnaire was finalized and distributed.

4. RESULTS AND DISCUSSION

4.1 Descriptive Statistics

The descriptive statistics for the factors in the data set are shown in Table 1. The average rating of each satisfaction factor is around 3.5, and that of service factor is the largest, followed by product, social factors, and ambience and location factor.

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

4.2 Correlation Analysis

Pearson’s Correlation is used to study the relationship between Customer Satisfaction (IV) and Revisit Intention (DV). Linear Regression analysis is used to test the effects of satisfaction in four dimensions - Service, Product, Ambience and Location, and Social Factors on customer revisit intention via SPSS 20.0. Table 2 below, shows the result of the analysis.

Revisit Intention		
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).

In testing the relationship between variables, 0.70 is a strong relationship, within the range of 0.30 to 0.60 is considered a moderate relationship and less than 0.30 would be a weak relationship. 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, which further strengthens the relatively weak relationship between the IV and the DV. There is a moderate relationship between the Product and Revisit Intention and a positive correlation ($r=0.360$, $p<0.01$). 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 ($r=0.699$, $p<0.01$). The correlation analysis supports that the Social Factor has a significant positive relationship to customer Revisit Intention. Overall, the expected relationship between customer satisfaction in four factors of customer satisfaction and revisit intention (Hypothesis 1- Hypothesis 4) are supported by positive coefficients. This means that customer satisfaction in each factor has a positive result on revisit intention.

4.3 Regression Result

In order to test hypothesis 5 and hypothesis 6, we examined the interaction of customer satisfaction with gender and age of the customer. Customer Satisfaction X Gender ($p<0.01$) and Customer Satisfaction X Age ($p<0.05$) were statistically significant. Gender and age moderate the effect of customer satisfaction with revisit intention. Therefore, H5 and H6 are supported.

Table 3: Regression Analysis

Model	Coefficients			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(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).

5. CONCLUSIONS

In this paper, we illustrated the satisfaction in four factors instead of overall satisfaction that is used in previous work. Consistent with most previous research, we found that satisfaction is related to revisit intention, and customers' satisfaction about service, product, social factors, ambience and location, each has a positive effect on revisit intention. Specifically, we employed regression analysis for identifying influencing factors and evaluating behavior characteristics exploration. The result of regression analysis reveals that satisfaction of service; product, social factors, ambience, and location are the antecedents of revisit intention of teahouses and that age and gender were found to moderate the effect of customer satisfaction and revisit intention.

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