

## GENDER DIFFERENCES ON THE RELATION OF SATISFACTION-LOYALTY

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### *Abstract*

*Indonesia is one of developing countries which also followed by the presence of the retail business and industries, especially for textile and clothing industry. The fact that retail industry affects the behavior and way of thinking in Indonesian society especially on the relation of satisfaction on loyalty became an interesting phenomenon to study. This study have the purpose to explore the phenomenon and trying to figure the heterogeneous shopping assessment in retail and how that experience may influence on consequent customer loyalty in different way.*

*Data processing that used in this research is Structural Equation Modeling (SEM) with software AMOS 16.0. The researcher try to analyze and elaborate each relationship of satisfaction that respondents got in experienced, in which affecting on attitudinal, behavioral loyalty, and positive word of mouth. Demographic segmentation also conducted to divide consumer segments category based on gender, then compared those consumer segments in order to know the differences on the relationship of satisfaction-loyalty in each segment.*

*The result shows that there are positive and significant relationships between satisfaction and loyalty dimensions. Moreover, another results shows that there are two latent segments where the strength of causal relationships are same in several causal relationship, also different in some causal relationship. The knowledge of this research may be beneficial towards store owner especially to clothing shops to create a great and memorable shopping experience for customers.*

**Keywords:** *heterogeneity shopping assessment, satisfaction, loyalty*

**JEL Classification:** M30, M31

## INTRODUCTION

The existence of the times in this era made a lot of influence on people. One of the fundamental changes that occur is the needs of human life. People cannot be separated from the necessities of life. Each person has different needs. Each state, country, city, and individual has different needs. From the necessities of life, people are live to fulfill daily needs. Needs and desires of diverse customers in the present cause more demand. And no