

Investigating the Role of Tangible, Reliability, Responsiveness, Assurance, and Empathy to Consumer's Satisfaction: A Shoe Care Industry in a Covid-19 Pandemic Period

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Abstract

The present research evaluates dimensions that influence the consumer's satisfaction with the shoe service industry. The evaluated factors are comprised of tangible, reliability, responsiveness, assurance, empathy, and the consumer's satisfaction. There are five developed hypotheses, and they are tested by multiple linear regression. The instruments are extracted by using the online questionnaire. The questionnaire consisted of a five-point Likert scale, and 24 questions were prepared for presenting the dimensions' representation. A total of 55 respondents participated in this study. The questionnaire was distributed in the range of the second semester of 2021, where the covid-19 struck the businesses hard. Four out of five hypotheses are generated with positive and significant values. The reliability dimension is revealed to be insignificant. The tangible dimension is explored to be the most vital dimension with significant effect. The regression formula was generated with the value of $Y = 1,601 + 0,488 X_1 + 0,124 X_2 + 0,129 X_3 + 0,287 X_4 + 0,129 X_5$. The suggestions, limitations, and implications are discussed further for improving the service and understanding the consumer better.

Keywords

Consumers, Satisfaction, Shoe, Industry and Covid

1. Introduction

Along with the development of civilization, most people have high mobility in their daily activities. The busy schedules were assisted by developing various service providers who assist the community in completing a job. Many innovative ideas are raised to help the consumers support their daily life both for products and services (Jin & Shin, 2020; Khan & Khan, 2009), including the idea of shoe industry (Luximon & Luximon, 2009). The development of shoe care worldwide is quite promising, where the projected market value grows from USD 4.92 billion in 2020 to USD 6.0 billion in 2025 (Grand View Research, 2019). In Indonesia, the improvement of footwear is seen since 2021 because of covid 19 pandemic situation (Euromonitor International, 2022). Each type of shoe requires a different treatment according to the material used to make the shoe. Therefore, proper and essential shoe care must be carefully treated to maintain the quality and lifespan of the shoes (Abd Halim & Zurkarnain, n.d.; Lihtetchi et al., 2014). Shoe care is necessary to have unique and specific treatments tailored to the shoe's type and material. Most issues consumers face when washing their shoes with shoe washing services are the fear of their shoes being damaged, the color fading, and shoe damage. Thus, many shoe care providers compete to provide the best experiences and services to attract consumers to choose their brand. However, since a novel pandemic Covid-19 struck the world in late 2019 (Ciotti et al., 2020), many businesses have collapsed, including the shoe care industry. The shoe care providers must think hard to attract the consumers, where the socialization of physical distancing is massively implemented worldwide.

Not many studies can depict the solution of the Covid-19 anomaly to business sustainability. However, consumer satisfaction is still considered the most critical dimension (Cai et al., 2020; Prasetyo et al., 2021; Wu et al., 2021). The present research elaborates the consumer satisfaction by seeing the relationship between antecedences factors, namely

tangible (Majid, 2018), reliability (Majid, 2018), responsiveness (Adiputra & Pradana, 2017), assurance (Adiputra & Pradana, 2017), and empathy (Adiputra & Pradana, 2017). All the evaluated factors were crucial and tested in the non-Covid-19 pandemic situation. Covid-19 breaks the habits of physical distancing and postponing buying behavior, which is relevant to re-evaluating the dimension under the Covid-19 pandemic effect.

1.1 Objectives

The research objective of this paper is to know the effects of tangible, reliability, responsiveness, assurance, and empathy on consumer satisfaction in the covid-19 pandemic period. The result contributes to theoretical and practical aspects for engaging better with consumers in the era of physical distancing. The result can also help the shoe care industry prepare the strategy based on their value proposition in response to consumer perception.

2. Literature Review

Tangible represents physical evidence that the enterprise can show to consumers (Majid, 2018). Tangible dimensions can be strategic location, clean room, expansive parking, convenient waiting room, and exciting display room. Reliability is the consistent service provider in delivering the value (Adiputra & Pradana, 2017; Majid, 2018). The reliability indicators consist of employees' ability to deliver the service, consistent operation hours, and a clean guarantee to consumers' shoes. Responsiveness is the willingness of the service provider to give an excellent offer. The responsiveness spectrum can vary, such as how the employees know to answer the consumers' questions, handle the complaint, and be skillful in handling the consumers (Adiputra & Pradana, 2017; Majid, 2018). Assurance is the promise of products/services to consumers by the enterprise (Adiputra & Pradana, 2017; Majid, 2018). Examples of assurance are providing the trust of clean shoes, the re-cleaning guarantee if the result is not clean, and convincing consumers that the operators are experts in shoe cleaning. Empathy is how employees and consumers conduct excellent communication to understand consumers' needs (Adiputra & Pradana, 2017; Majid, 2018). The instruments of empathy are how the employees are polite to consumers, employees can communicate well with consumers, employees are humble, and employees are willing to help with complaints. Consumers' satisfaction is the behavioral situation where consumers are happy with all the offerings (Adiputra & Pradana, 2017; Majid, 2018). Satisfaction indicators are matched with expectations, intent to visit again, and want to recommend to others.

Given the development dimensions, the following hypotheses are developed below, and the model can be seen in Figure 1.

- H1: Tangibles (X1) has a positive relationship with consumers' satisfaction with shoe care service (Y)
- H2: Reliability (X2) has a positive relationship with consumers' satisfaction with shoe care service (Y)
- H3: Responsiveness (X3) has a positive relationship with consumers' satisfaction with shoe care service (Y)
- H4: Assurance (X4) has a positive relationship with consumers' satisfaction with shoe care service (Y)
- H5: Empathy (X5) has a positive relationship with consumers' satisfaction with shoe care service (Y)

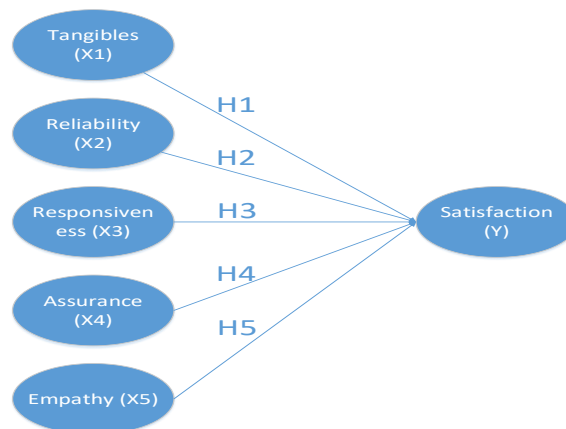


Figure 1. The hypotheses model

3. Methods

The present research developed the multivariate data analysis to measure the customers' satisfaction with 5 latent variables. The data were analyzed by using multiple linear regression. The details of the indicators are presented at Table 1 below. The latent variables are comprised of Tangibles, Reliability, Responsiveness, Assurance, and Emphaty. The six dimensions are measured with 24 indicators.

Table 1. Definition of operational variables

No	Variable	Indicators
1	Tangibles (X1)	The shoe care service location is strategic
		The shoe care parking park is huge
		The shoe care looks good and clean
		The shoe care has enough convenient waiting room
2	Reliability (X2)	The shoe care provides the quick and on-time service
		The shoe care provides the expected service
		The shoe care operation hours are on time
		The shoe care provides good service
3	Responsiveness (X3)	The shoe care workers were able to handle the complaint
		The shoe care workers can answer the consumers' questions
		The shoe care workers were able to give the information related to the shoe cleaning time
		The shoe care workers were able to response the consumers' request
4	Assurance (X4)	The shoe care workers never forget to give the invoice to consumers
		The consumers feel secure and convenient in shoe care transaction
		The shoe care gives the guarantees the cleanliness of the shoe
		The shoe care workers have the ability and knowledge to clean the shoe and answer the question convincingly
5	Empathy (X5)	The shoe care workers are polite to consumers
		The shoe care workers can communicate well with consumers
		The shoe care workers help to solve the consumers' complaint
		The shoe care workers treat the consumers friendly
6	Satisfaction (Y)	The shoe care provides satisfactory service
		The shoe care is worth to be recommended to others
		The shoe care able to provide the excellent service
		The shoe care consumers want to re-purchase the service

4. Data Collection

The present research determines the relationship between five independents variable to consumers' satisfaction. The population in this study is all experienced consumers with shoe care services. Further, the current research captured 55 data as a sample of respondents to justify the hypotheses' relationship. The 55 respondents were asked to fill in the questionnaires between September to January 2022. The questionnaire consists of two sections. The first section asks about the respondents' profiles, and the second section asks about the indicators of latent variables. The latent variables were instrumented using a five-point Likert scale, where the range value of 1 indicates the strongly disagree and five as strongly agree. An online questionnaire with non-probability purposive sampling was conducted.

5. Result and Discussion

The present research collects 55 respondents. The respondents are 32 male and 23 female. The respondents' age varies with the details of 3.6 percent of respondents are less than 15 years old; 18.2 percent are between 16-20 years old; 65.4 percent are from 21 to 25 years old; 5.5 percent are from 26 to 30 years old; 1.8 percent are from 31 to 35 years old; 5.5 percents are more than 36 years old. Most of the respondents originated from undergraduate education students (78.2 percent), graduate students (18 percent), and senior high school (20 percent). The tangible dimension has excellent reliability, with a score of 0.871. The reliability dimension is 0.844; the responsiveness is 0.859; the assurance is 0.890; the empathy is 0.860; the satisfaction is 0.883. Thus, the entire dimensions have good values of over 0.7 (Chuenyindee et al., 2022; German et al., 2022; Nadlifatin et al., 2022; Santosa et al., 2022). The entire

dimensions have no heteroscedasticity values, presented by a scatter plot pattern, and the glejser values with more than 0.05 significance (0.96; 0.50; 0.92; 0.33; 0.08). The entire dimensions have no multicollinearity, presented from the entire VIF values less than 10 (5.11; 4.63; 3.64; 3.18; 3.24). The entire dimensions have no autocorrelation with the Durbin-Watson values of 2.18. Based on the analysis result, the regression produces the absolute positive values with the detail of $Y = 1,601 + 0,488 X1 + 0,124 X2 + 0,129X3 + 0,287X4 + 0,129X5$ (the illustration is on Figure 2).

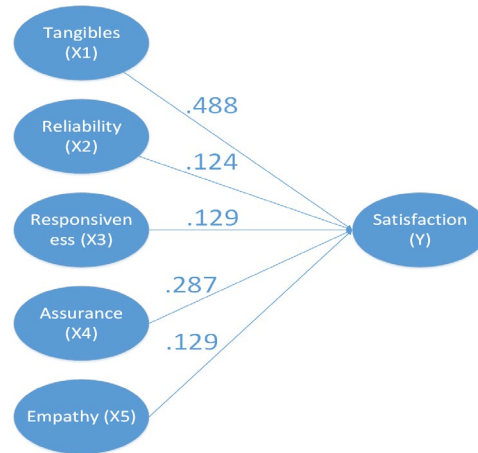


Figure 2. The model result

The result projects how tangible, reliability, responsiveness, assurance, and empathy have significant p-values. Thus the entire hypotheses were accepted with positive and significant results. From the entire regression coefficients, the tangible dimension is the most significant value, with a score of 0.488. The insight shows where consumers highly consider the location, facilities, and supporting attributes. The shoe care industry can capture this revelation by improving the supporting facility to attract consumers. The present model contributes to 78 percent (R²) of total satisfaction in the shoe care service. Thus, 22 percent of others might come from other dimensions outside the evaluated model.

6. Conclusion

The present research evaluates the effect of tangible, reliability, responsiveness, assurance, and empathy on consumers' satisfaction. The result indicates that the entire dimensions were proved to have positive and significant effects on consumers' satisfaction. The tangible dimension is revealed to be the strongest predictor of consumers' satisfaction. Any activities to improve the supporting facility to attract consumers are suggested. There are limitations regarding sampling, where the number of sampling should be added in the future to improve the accuracy of the coefficient results. Further research also considers adding new dimensions to elaborate the representation of how the consumers' satisfaction can be evaluated.

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