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**COMPARING CUSTOMER RELATIONSHIP QUALITY BETWEEN MALE AND FEMALE  
CUSTOMER OF THE PREMIERE XXI MANADO TOWN SQUARE***PERBANDINGAN KUALITAS HUBUNGAN PEMBELI ANTARA PRIA DAN WANITA DI THE  
PREMIERE XXI MANADO TOWN SQUARE*

by:

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**Abstract :** The Premiere XXI Manado Town Square is facility offered by cinema XXI if the visitors want to watch a different way and luxurious facilities with ticket prices more expensive than the regular ticket price. With that conditions researcher want to help The Premiere XXI Manado Town Square to see is there any significant different in customer relationship quality which is Service Quality, Customer Satisfaction, Trust and Commitment between male and female customers or not. The researcher analyzes data based on primary data and secondary data. Primary data is collected by distributing 100 questionnaires to 50 male and 50 female customers who have ever visited and using The Premiere XXI Manado Town Square facilities more than twice. Secondary data is collected by reading books, journal and internet. The researcher uses Independent Sample T-test. By using Independent sample T-test the result shows that there is no significant difference between Male and Female Customer in Relationship Quality. Based on the results, the data is normally distributed and homogenous. The researcher recommends for The Premiere XXI Manado Town Square no need to make a different strategy for Relationship quality..

**Keywords:** *Relationship Quality, Service Quality, Customer Satisfaction, Trust, Commitment, Independent Sample T-test, Gender, Cinema*

**Abstrak :** The Premiere XXI Manado Town Square adalah fasilitas yang ditawarkan oleh bioskop XXI jika para pengunjung ingin menyaksikan dengan cara yang berbeda dan fasilitas mewah dengan harga tiket lebih mahal dari harga tiket biasa. Dengan kondisi tersebut peneliti ingin membantu The Premiere XXI Manado Town Square untuk melihat apakah ada perbedaan yang signifikan dalam kualitas hubungan pelanggan yaitu Kualitas Pelayanan, Kepuasan Pelanggan, Kepercayaan dan Komitmen antara pelanggan pria dan wanita atau tidak. Peneliti menganalisis data berdasarkan data primer dan data sekunder. Data primer dikumpulkan dengan membagikan 100 kuesioner kepada 50 pria dan 50 wanita pelanggan yang pernah mengunjungi dan menggunakan fasilitas The Premiere XXI Manado Town Square lebih dari dua kali. Data sekunder dikumpulkan dengan membaca berbagai buku, jurnal dan internet. Peneliti menggunakan metode Independent Sample T-test. Dengan menggunakan Independent sample T-test hasilnya menunjukkan bahwa tidak ada perbedaan yang signifikan antara Pelanggan Pria dan Wanita dalam Kualitas Hubungan. Berdasarkan hasil, datanya terdistribusi normal dan homogen. Peneliti merekomendasikan untuk The Premiere XXI Manado Town Square tidak perlu membuat strategi yang berbeda untuk kualitas Hubungan,

**Kata Kunci:** *Kualitas Hubungan, Kualitas Pelayanan, Kepuasan Pelanggan, Kepercayaan, Komitmen, Independent Sample T-Test, Jenis Kelamin, Bioskop*

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## INTRODUCTION

### Research Background

Movie industry is becoming a highlight. The investors from within and outside the country have already started looked at the movie industry in Indonesia. It is good for economic development in Indonesia and makes Indonesian government seriously wants to help developing the national's movie industry. Therefore, the government wants to increase the number of cinemas in Indonesia.

The cinema industry in Indonesia has begun towards the end of the 19th century. Cinema XXI who is the member of Cineplex21 group which is the largest cinema franchise in Indonesia to have a total of 823 screens spread across 35 cities in 152 locations throughout Indonesia according to data from August 2015 from BookMyShowIndonesia.

In Manado city, there is a cinema XXI in Megamall and Cinema21 which was established in 2006 in Manado Town Square 1 and now in 2016 has been renovated to cinema XXI and there is a cinema XXI equipped with The Premiere XXI in Manado Town Square 3 which began its operation on February, 26 2016. The premiere is a facility offered by cinema XXI if the visitors want to watch a different way and luxurious facilities with ticket prices certainly more expensive than the regular ticket price.

Competition faced by The Premiere XXI Manado Town Square is Cinemaxx Gold who located in a shopping Lippo Plaza Manado and Velvet class offered by CGV blitz that took place in Grand Kawanua Manado City walk. Among the three local theater cinema xxi has a most cinema and visited by various characteristic such as Age, Gender, Education. The effects of demographic characteristics on the dimensions of Relationship Quality including trust, satisfaction, commitment, and perceived service quality. Because as we know Gender is the common issue to have different perspective about something and many researcher has result that different demographic variables have different impacts on Relationship Quality

### Research Objective

To identify if there any significant difference in Relationship Quality between male and female customer of The Premiere XXI Manado Town Square

## THEORETICAL FRAMEWORK

### Marketing

This is talk about marketing while marketing is based on Kotler and Armstrong (2004) marketing is a social and managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with other while, the process of marketing is divided to (1) *analyzing marketing opportunities*, (2) *selecting target*, (3) *developing the marketing mix*, (4) *managing the marketing effort*.

### Relationship Quality

According to Saurikhia and Mishra, (2014). Since almost all companies are trying to implement Relationship Marketing tactics on their existing and prospective customers, it has become essential to measure the quality of relation or interaction they are enjoying with the target segment. Relationship Quality (RQ) is a manifest of positive relationship outcomes that reflect the strength of a relationship which meets the need and expectation of involved parties. RQ refers to a customer's perceptions of how well the whole relationship fulfills the expectations, predictions, goals, and desires the customer has concerning the whole relationship.

### Perceived Service Quality

Service quality can be defined as the difference between the customer's expectations about the service performance prior to the service provision and the customer's perceptions of the service provided (Asubonteng, 1996).

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**Customer Satisfaction**

Satisfaction with the relationship is defined as the "cognitive and affective evaluation based on personal experience across all episodes within the relationship" during past interactions with the firm (Roberts, 2003). Satisfaction with the relationship is considered to be a key dimension of relationship quality because it has been demonstrated that more satisfied buyers have higher quality relationships with selling firms (Dorsch, 1998) as they tend to be more knowledgeable about the roles of selling firms and more perceptive about the quality of the relationship.

**Trust**

Trust is seen as a collective attribute and is considered as a function of social order. For the author in trust is seen as the willingness of individuals to increase their vulnerability to the actions of others whose behavior cannot control (Fragata and Antunes, 2016).

**Commitment**

The construct of commitment has also been shown to be an important dimension of relationship quality (Thurau, 2002). In a business relationship, commitment is a psychological sentiment of the mind through which an attitude concerning continuation of a relationship with a business partner is formed (Wetzels, de Ruyter and Birgelen. 1998).

**Previous Researches**

Akram Hadizadeh Moghadam, Gholam Hosein Khorshidi, Akbar Alam Tabriz, Amir Mohammad Menhaj (2014), The Effect of Demographic Characteristics of Passengers on Relationship Quality in Airline Industry. The main goal of this research is to demonstrate when the relationships between passengers and airlines matter, relationship quality (satisfaction, trust, and commitment) is replacing service quality and/or customer satisfaction as a key source of superior performance and competitive advantage. The results showed the effects of demographic characteristics on the dimensions of relationship quality including trust, satisfaction, commitment, and perceived service quality. This research is highly related with this current research because it discusses about how Relationship Quality can affect gender which is explain clearly through testing hypothesis about the analysis of Relationship Quality between male and female customer.

Stella Nomi Moriguchi, Sylvio Barbon Jr. Luiz Carlos Murakami (2015), Building Relationship Quality in Electronic Commerce. This study aims construction of a model to measure the relationship quality between consumers and ecommerce sellers, exploring demographic variables, attitude, behavior and loyalty toward electronic purchase perceived value, commitment, satisfaction and trust. A first survey was conducted with a non-probabilistic sample extracted from a Brazilian nationwide electronic commerce covering 2009-2013 period. Around 1200 clients answered the online research about behavior and attitude toward ecommerce. In the relationship quality, expressed by satisfaction, trust and commitment. This result can be considered very good. This research is highly related with this current research because they all discuss about how Relationship Quality can affect the different between gender opinion which is explain clearly through testing hypothesis about examination of Relationship Quality.

Ashish Saurikhia, Umesh Mishra (2014), Empirical Assessment of the Impact of Demographic Variables on Relationship Quality in Telecom Sector. This study aims to understand the association between Relationship Quality and demographic variables in the mobile telecommunication services industry in India. This study is conducted on Telecom industry since it has a major contribution in service economy. The study examines the impact of various demographic characteristics of the customers on Relationship Quality within mobile telecommunication sector in the Meerut city of W (UP). Relationship quality is constructed with two dimensions namely Satisfaction and Trust. The findings reveal that different demographic variables have different impacts on Relationship Quality. This research is highly related with this current research because they all discuss about how Relationship Quality can affect demographic which is explain clearly through testing hypothesis about examination of Relationship

## Conceptual Framework



Figure 1. Conceptual Framework

## RESEARCH METHOD

### Type of Research

Type of this research is Comparative research. Comparative research or analysis is a broad term that includes both quantitative and qualitative comparison of social entities (Mills, Bunt, and Brujin, 2006). And this research using quantitative research which is predominantly used as a synonym for any data collection technique (such as a questionnaire or data analysis procedure (such as graphs or statistics) that generates or uses numerical (numbers) data (Saunders, Lewis, and Thornhill, 2009)

### Place and Time of Research

The study was being conducted in Manado from July until August 2017

### Research Procedure

1. Prepared questionnaire based on indicators
2. Spread the questionnaire to respondents in Manado. How they respond to the question will be the data
3. Collect the questionnaire to be analyzed
4. Arrange the data in order to transform it to tabulation
5. Processed the data
6. Analyze the data
7. Make the conclusion
8. Write the research result

### Population and Sample

Population is “the entire group of people, events, or things that the researcher desires to investigate” (Sekaran and Bougie 2009) Population in this research is The Premiere XXI Manado Town Square customers who have ever visited and using The Premiere XXI Manado Town Square facilities more than twice. A sample is “thus a subgroup or subset of the population. By studying the sample, the researcher should be able to draw conclusions that are general to the population of interest”.(Sekaran and Bougie 2009). Sampling that has taken for this research is 100 customers of The Premiere XXI Manado Town Square who consist of 50 male and 50 female. Sampling Method is convenience sampling that is considered as the best way of getting some basic information quickly and efficient”,(Sekaran and Bougie 2009)

### Data Collection Method

The source of data for this research are from primary and secondary data. Primary data of this research is from the questionnaire result. Secondary data used for this research are from books, journals and relevant library records, company website and internet.

### Data Analysis

#### Validity and Reliability Test

Validity is a test of how well Concerned about the issue of the authenticity in the context of the cause-and-effect relationship (internal validity), and their generalizability to the external environment. In order to test the validity of the variables, this research is use SPSS to examine the data. And Reliability is a test of how consistently a measuring instrument measures whatever concept it is measuring. The most popular test of interitem consistency reliability is Cronbach's coefficient alpha (Cronbach's alpha; Cronbach, 1946) which is used for multipoint-scaled items (Sekaran and Bougie, 2009).

#### Normality Test

Normality test is one part of the test data analysis requirements or the classical assumption, that is to say before we do a real analysis, the data should be in distribution normality test. Basis for a decision in the normality test: if the significance value more than 0.05 then the data is normally distributed. Conversely, if the significance value less than 0.05 then the data are not normally distributed.

#### Independent Sample T-test

Hartono (2008) said that "T" test is a statistical test used to know presence or absence of a significant difference (convincing) of two sample mean (comparative the two variables). The output of Independent Sample test show Lavene's test for equality of variance. In this case the hypothesis being tested is:

H<sub>0</sub> = variant is identical population

H<sub>a</sub> = variant populations are not identical decision-making is based on probability result obtained namely:

If the probability > 0.05 then the null hypothesis is accepted

If the probability <0.05 then the null hypothesis rejected.

## RESULT AND DISCUSSION

### Relationship Quality between Male and Female Customers of The Premiere XXI Manado Town Square

Table 1. Independent Samples T-Test

		Levene's Test for Equality of Variances	
		F	Sig.
		Lower	Upper
Relationship Quality	Equal variances assumed	.016	.901
	Equal variances not assumed		

Source :Data Proceed, 2017

In the table 1 Based on Lavene's test for equality of variance the number is more than 0.05 it means that the null hypothesis is accepted and it show that F=0.16 (p=0.901) its above 0.05, it means that there is no different Relationship Quality between Male and Female Respondents (equal data/ homogeneous).

## Perceived Service Quality between Male and Female Customers of The Premiere XXI Manado Town Square

**Table 2. Independent Sample T-test of Perceived Service Quality**

		Levene's Test for Equality of Variances	
		F	Sig.
		Lower	Upper
Perceived Service Quality	Equal variances assumed	.122	.728
	Equal variances not assumed		

Source : Data Proceed, 2017

Perceived Service Quality consist of tangibility, reliability, responsiveness, assurance, and empathy. All the respondents agree that service quality of The Premiere XXI Manado Town Square good enough. Based on Lavene's test for equality of variance the number is more than 0.05 it means that the null hypothesis is accepted and in table 2 it show that  $F=0.122$  ( $p=0.728$ ) its above 0.05, it means that there is no different Perceived Service Quality between Male and Female Respondents (equal data/ homogeneous).

## Customer Satisfaction between Male and Female Customers of The Premiere XXI Manado Town Square

**Table 3. Independent Sample T-test of Customer Satisfaction**

		Levene's Test for Equality of Variances	
		F	Sig.
		Lower	Upper
Customer Saatisfaction	Equal variances assumed	.258	.613
	Equal variances not assumed		

Source : Data Proceed, 2017

Based on this research using independent sample T-test the result there is no significant different between male and female answer. The customer satisfaction of The Premiere XXI Manado Town Square has balance answer. Based on table 3 Lavene's test for equality of variance the number is more than 0.05 it means that the null hypothesis is accepted. It show that for Customer satisfaction the Lavene's test is  $F=0.122$  ( $p=0.728$ ) its above 0.05, it means that there is no different on Customer Satisfaction between Male and Female Respondents (equal data/ homogeneous).

**Trust between Male and Female Customers of The Premiere XXI Manado Town Square****Table 4. Independent Sample T-test of Trust**

		Levene's Test for Equality of Variances	
		F	Sig.
		Lower	Upper
Trust	Equal variances assumed	.024	.878
	Equal variances not assumed		

Source : Data Proceed, 2017

In table 4 it show that Lavene's test for equality of variance the number is more than 0.05 it means that the null hypothesis is accepted and  $F=0.024$  ( $p=0.878$ ) its above 0.05, it means that there is no significant different on Trust between Male and Female Respondents (equal data/ homogeneous).

**Commitment between Male and Female Customers of The Premiere XXI Manado Town Square****Table 5. Independent Sample T-test of Commitment**

		Levene's Test for Equality of Variances	
		F	Sig.
		Lower	Upper
Commitment	Equal variances assumed	1.040	.310
	Equal variances not assumed		

Source : Data Proceed, 2017

There is no difference between male and female respondent point of view about commitment. In table 5 it show on Lavene's test for equality of variance the result of Commitment is more than 0.05 it means that the null hypothesis is accepted and  $F= 1.040$  ( $p=0.310$ ) its above 0.05, it means that there is no different on Commitment between Male and Female Respondents (equal data/ homogeneous).

**Discussion**

Importance of relationship quality which is perceived service quality, customer satisfaction, trust and commitment must be maintained because can increase the interest of customers to watch movie in cinema because the number of movie's pirates and free downloads movie on the Internet makes it easy for people not to go to the cinema if they want to watch the latest movies. Thinking that it is more cost-effective than having to spend money watching in the movies. So, it is important for company know the customer relationship quality which is perceived service quality, customer satisfaction, trust and commitment. In this research researcher distributed questionnaire to consumer who have ever visited and using The Premiere XXI Manado Town Square

facilities more than 2 times. with the total of respondents are 100 people divided by 50 male and 50 female customer. The sampling technique that was used for selecting the respondents was convenience sampling method. The characteristics of this research are the majority of respondents using The Premiere XXI Manado Town Square fall in the 18-22-year age group, with the Occupation is Student (S1) with monthly income or allowance Rp. 2.000.001- Rp. 5.000.000 and the most frequency of using The Premiere XXI Manado Town Square facilities more than four. Based on data of SPSS the result of Independent Sample T-test from Relationship Quality which is perceived service quality, customer satisfaction, trust and commitment between male and female customer of The Premiere XXI Manado Town Square is :

1. There is no significant different in Relationship Quality between male and female customers of The Premiere XXI Manado Town Square  
The Journal which can supported the result are Moghadam, Khorshidi, Tabriz and Menhaj (2014) there were no significant differences found between gender types on the dependent measures including satisfaction, trust, perceived service quality, and commitment ( $p\text{-value} > 0.05$ ). And in the research conducted in Brazilian by Moriguchi, Barbon and Murakami (2015) the researcher using Chi-square tests to verify the relationship between gender and measured variable consist of satisfaction, trust, perceived service quality, and commitment. All tests revealed insignificant differences, meaning gender and these characteristics were independent. And there is no significant different between male and female attitudinal and behavioral answers.
2. There is no significant different in Perceived Service Quality between male and female customers of The Premiere XXI Manado Town Square  
This result is supported by Avci and Nadiri (2005) In the research conduct in North Cyprus titled "Comparison of Service Quality Expectations and Perceptions of Tourists' in North Cyprus Accommodation Establishments in terms of Demographic Factors", it shows there is no significant different between male and female concerning hotels service expectations and there is no significant different between male and female concerning hotel service perceptions.
3. There is no significant different in Customer Satisfaction between male and female customers of The Premiere XXI Manado Town Square  
Journal to supported the result are according to Moghadam, Khorshidi, Tabriz and Menhaj (2014) there were no significant differences found between gender types on satisfaction ( $p\text{-value} > 0.05$ ). And in the research by Moriguchi, Barbon and Murakami (2015) conducted in Brazilian market title "Building Relationship Quality in Electronic Commerce" the researcher using Chi-square tests to verify the relationship between gender on customer satisfaction. All tests revealed insignificant differences, meaning gender and these characteristics were independent. And there is no significant different between male and female attitudinal and behavioral answers.
4. There is no significant different in Trust between male and female customers of The Premiere XXI Manado Town Square  
In the research conducted in India by Saurikhia and Mishra (2014) have same result with this research. The results obtained through independent samples T-test on Relationship Quality perceptions between gender categories which is males and females it can be noticed that there is no significant difference between perceptions of males and females in case of trust dimension.
5. There is no significant different in Commitment between male and female customers of The Premiere XXI Manado Town Square.  
This result is supported by Moriguchi, Barbon and Murakami (2015) the researcher using Chi-square tests to verify the relationship between gender of commitment. All tests revealed insignificant differences, meaning gender and these characteristics were independent. And there is no significant different between male and female attitudinal and behavioral answers. And according to Moghadam, Khorshidi, Tabriz and Menhaj (2014) the research titled "The effect of demographic characteristics of passengers on relationship quality in airline industry" there were no significant differences found between gender types on commitment ( $p\text{-value} > 0.05$ ).

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**CONCLUSION AND RECOMMENDATION**
**Conclusion**

1. There is no significant different in Relationship Quality between male and female customers of The Premiere XXI Manado Town Square
2. There is no significant different in Perceived Service Quality between male and female customers of The Premiere XXI Manado Town Square
3. There is no significant different in Customer Satisfaction between male and female customers of The Premiere XXI Manado Town Square
4. There is no significant different in Trust between male and female customers of The Premiere XXI Manado Town Square
5. There is no significant different in Commitment between male and female customers of The Premiere XXI Manado Town Square

**Recommendation**

1. The Premiere XXI Manado Town Square no need to make a different strategy for Male and Female Customer. Because as we can see in the result of the Relationship Quality which is in Perceived Service Quality, Customer Satisfaction, Trust and Commitment there is no significant different between male and female customer
2. Relationship Quality is important because with Relationship Quality include the whole expectations, predictions, goals, and desires who customers want from the company. So The Premiere XXI Manado Town Square must pay good attention at it

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