



PROTEKSI ISI LAPORAN KEMAJUAN PENELITIAN TESIS MAGISTER

Dilarang menyalin, menyimpan, memperbanyak sebagian atau seluruh isi proposal ini dalam bentuk apapun kecuali oleh pengusul dan pengelola administrasi penelitian dan pengabdian kepada masyarakat

PROPOSAL LAPORAN KEMAJUAN PENELITIAN TESIS MAGISTER 2025

Rencana Pelaksanaan PENELITIAN TESIS MAGISTER: tahun 2025 s.d. tahun 2025

NO. DOKUMEN:

1. JUDUL PENELITIAN

Isu Jender Terhadap Efektivitas Penanganan Keluhan Hotel Budget Sebagai Turunan Industri Pariwisata

Bidang Fokus	Tema	Topik (jika ada)	Prioritas Riset
Sosial Humaniora	Pariwisata dan Ekonomi Kreatif	Pengembangan pariwisata kreatif	Ekonomi kreatif

Rumpun Ilmu Level 1	Rumpun Ilmu Level 2	Rumpun Ilmu Level 3
ILMU SOSIAL HUMANIORA	ILMU SOSIAL	Humaniora

Skema Penelitian	Strata (Dasar/Terapan/Pengembangan)	Nilai SBK	Target Akhir TKT	Lama Kegiatan
Penelitian Tesis Magister	Riset Dasar	40.000.000	2	1 Tahun

2. IDENTITAS PENGUSUL

Nama, Peran	Jenis	Program Studi/Bagian	Bidang Tugas	ID Sinta
AGUNG EDY WIBOWO 1005067004 Ketua Pengusul Politeknik Pariwisata Batam	Dosen	Perencanaan dan Pengembangan Pariwisata	membimbing, mengarahkan dan menajamkan teori kekinian di industri pariwisata dan membantu olah data serta menyimpulkan data dan menerapkan hasil kajian dalam industri pariwisata	6703392
Karium Jakson Martua Nainggola 2023210003 Mahasiswa Bimbingan Politeknik Pariwisata Batam	Mahasiswa	Perencanaan dan Pengembangan Pariwisata	membantu survey awal, membantu pengumpulan data, membantu mencaai literatur, membantu membuat tabulasi, dan grafik, dan menuiliskan ringkasan awal	-

3. MITRA KERJASAMA PENELITIAN (Jika Ada)

Pelaksanaan penelitian dapat melibatkan mitra kerjasama yaitu mitra kerjasama dalam melaksanakan penelitian, mitra sebagai calon pengguna hasil penelitian, atau mitra investor

Mitra	Nama Mitra	Dana
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4. LUARAN DAN TARGET CAPAIAN

Luaran Wajib

Tahun Luaran	Kategori Luaran	Jenis Luaran	Status target capaian	Keterangan
1	Artikel di Jurnal	Artikel di Jurnal Bereputasi Nasional Terindeks SINTA 1-4	Accepted/Published	https://journal.ipts.ac.id/index.php/ED

5. ANGGARAN

Rencana Anggaran Biaya penelitian mengacu pada PMK dan buku Panduan Penelitian dan Pengabdian kepada Masyarakat yang berlaku.

Total RAB 1 Tahun Rp 35.720.000,00

Tahun 1 Total Rp 35.720.000,00

Kelompok	Komponen	Item	Satuan	Vol.	Biaya Satuan	Total
Bahan	ATK	ATK	Paket	1	450.000	450.000
Bahan	Bahan Penelitian (Habis Pakai)	Instrumen penelitian	Unit	35000	200	7.000.000
Bahan	Bahan Penelitian (Habis Pakai)	cetak materi dan diseminasi	Unit	10	243.500	2.435.000
Pengumpulan Data	HR Pembantu Peneliti	pengumpulan dan tabulasi awal	OJ	3	175.000	525.000
Pengumpulan Data	HR Petugas Survei	pengumpulan data responden	OH/OR	3	300.000	900.000
Pengumpulan Data	Transport	transport nara sumber	OK (kali)	2	500.000	1.000.000
Pengumpulan Data	Transport	transportasi ke lokasi	OK (kali)	3	300.000	900.000
Pengumpulan Data	Biaya konsumsi	konsumsi responden	OH	200	30.000	6.000.000
Pengumpulan Data	HR Pembantu Lapangan	honor pembantu lapangan	OH	3	200.000	600.000
Pengumpulan Data	HR Pembantu Lapangan	honor HRD , narasumber lokasi riset	OH	10	300.000	3.000.000
Sewa Peralatan	Ruang penunjang penelitian	sewa ruang peralatan diskusi dan fgd	Unit	1	1.500.000	1.500.000
Sewa Peralatan	Ruang penunjang penelitian	ruang sewa paparan diseminasi	Unit	1	1.500.000	1.500.000
Analisis Data	HR Pengolah Data	honor pengolah data	P (penelitian)	1	1.800.000	1.800.000
Analisis Data	Honorarium narasumber	narasumber penelaah olah data	OJ	1	1.800.000	1.800.000
Analisis Data	Biaya analisis sampel	analisis sampel dan kecocokan tools uji	Unit	1	750.000	750.000
Analisis Data	Uang Harian	aktivitas harian olah data	OH	7	130.000	910.000
Analisis Data	Transport Lokal	bensin kendaraan lokal	OK (kali)	3	250.000	750.000
Pelaporan Hasil Penelitian dan Luaran Wajib	Biaya konsumsi rapat	konsumsi rapat dengan wakil hotel	OH	10	250.000	2.500.000
Pelaporan Hasil Penelitian dan Luaran Wajib	Biaya Publikasi artikel di Jurnal Bereputasi Nasional	publikasi artikel sinta 4	Paket	1	900.000	900.000
Pelaporan Hasil Penelitian dan Luaran Wajib	Biaya Pendaftaran KI	HKI hasil riset	Paket	1	500.000	500.000

***. KEMAJUAN PENELITIAN**
A. RINGKASAN

Penelitian ini mengkaji pengaruh gender terhadap penanganan keluhan tamu di hotel budget di Kota Batam, Indonesia – sebuah pusat industri yang juga berkembang menjadi destinasi wisata. Sebanyak 182 responden dipilih melalui purposive sampling, dan analisis data dilakukan menggunakan Smart PLS. Penelitian ini berfokus pada empat dimensi kualitas layanan: jaminan,

empati, daya tanggap, dan keandalan. Hasil penelitian menunjukkan bahwa gender secara signifikan memoderasi hubungan antara jaminan, empati, dan daya tanggap dengan efektivitas penanganan keluhan, tetapi tidak memoderasi keandalan. Secara khusus, responden laki-laki menunjukkan efek moderasi yang lebih kuat pada daya tanggap, sementara responden perempuan menunjukkan efek moderasi yang lebih kuat pada jaminan dan empati. Tidak ditemukan peran moderasi gender yang signifikan pada keandalan. Temuan ini menegaskan pentingnya mempertimbangkan perbedaan gender dalam strategi layanan untuk meningkatkan kepuasan tamu dan penyelesaian keluhan pada sektor hotel budget.

B. KATA KUNCI

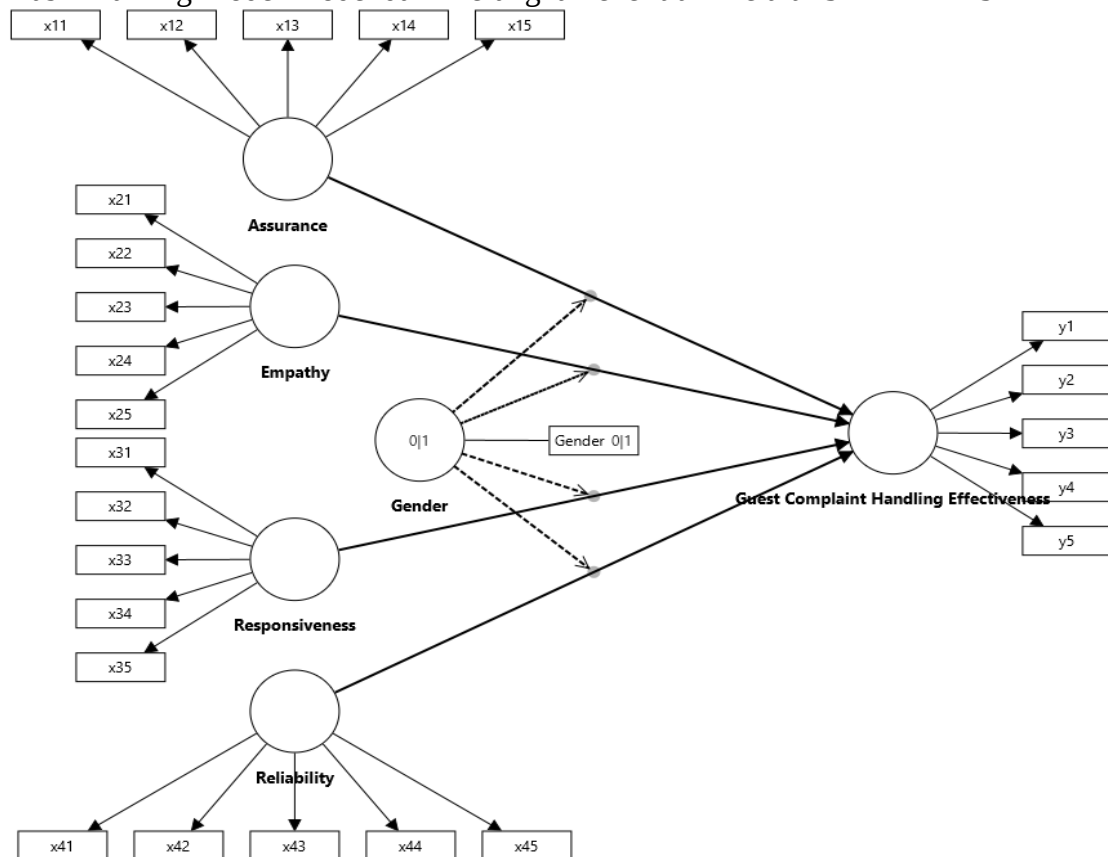
Jender;Kualitas Layanan; Keluhan Tamu;Efek Moderasi

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C. HASIL PELAKSANAAN PENELITIAN: Tuliskan secara ringkas hasil pelaksanaan penelitian yang telah dicapai sesuai tahun pelaksanaan penelitian. Penyajian meliputi data, hasil analisis, dan capaian luaran (wajib dan atau tambahan). Seluruh hasil atau capaian yang dilaporkan harus berkaitan dengan tahapan pelaksanaan penelitian sebagaimana direncanakan pada proposal. Penyajian data dapat berupa gambar, tabel, grafik, dan sejenisnya, serta analisis didukung dengan sumber pustaka primer yang relevan dan terkini.

Hasil Pelaksanaan Penelitian dapat dirangkum dalam capaian berikut yang terbagi dalam bagian :

A. Hasil Framing Model Model dan Kerangka Penelitian Melalui SMART PLS



Gambar Kerangka Penelitian

Dari kajian tersebut ingin dilihat apakah variabel jender benar benar memberikan efek moderasi yang signifikan dalam memengaruhi variabel kualitas layanan yang terdiri dari variabel *assurance*, *empathy*, *responsiveness*, dan *reliability*. Dan sebagai pembanding tools uji digunakan model analisis validitas dan reliabilitas melalui spss dengan hasil sebagai berikut :

		Correlations					
		x11	x12	x13	x14	x15	totalX1
x11	Pearson Correlation	1	-.022	.039	-.201	.024	.357
	Sig. (2-tailed)		.909	.838	.288	.899	.049
	N	30	30	30	30	30	30

x12	Pearson Correlation	-.022	1	-.158	.142	-.089	.404*
	Sig. (2-tailed)	.909		.404	.455	.642	.027
	N	30	30	30	30	30	30
x13	Pearson Correlation	.039	-.158	1	-.270	-.234	.161
	Sig. (2-tailed)	.838	.404		.150	.214	.396
	N	30	30	30	30	30	30
x14	Pearson Correlation	-.201	.142	-.270	1	.202	.465**
	Sig. (2-tailed)	.288	.455	.150		.285	.010
	N	30	30	30	30	30	30
x15	Pearson Correlation	.024	-.089	-.234	.202	1	.563**
	Sig. (2-tailed)	.899	.642	.214	.285		.001
	N	30	30	30	30	30	30
totalX1	Pearson Correlation	.357	.404*	.161	.465**	.563**	1
	Sig. (2-tailed)	.053	.027	.396	.010	.001	
	N	30	30	30	30	30	30

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

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

Correlations

		x21	x22	x23	x24	x25	totalX2
x21	Pearson Correlation	1	-.191	-.119	.196	.262	.111
	Sig. (2-tailed)		.313	.530	.300	.162	.043
	N	30	30	30	30	30	30
x22	Pearson Correlation	-.191	1	-.050	.089	-.194	.017
	Sig. (2-tailed)	.313		.794	.642	.305	.008
	N	30	30	30	30	30	30
x23	Pearson Correlation	-.119	-.050	1	-.190	-.130	.932**
	Sig. (2-tailed)	.530	.794		.315	.493	.000
	N	30	30	30	30	30	30
x24	Pearson Correlation	.196	.089	.190	1	.189	.002
	Sig. (2-tailed)	.300	.642	.315		.318	.003
	N	30	30	30	30	30	30
x25	Pearson Correlation	.262	-.194	-.130	-.189	1	.054
	Sig. (2-tailed)	.162	.305	.493	.318		.015
	N	30	30	30	30	30	30
totalX2	Pearson Correlation	.111	.077	.932**	-.002	.054	1
	Sig. (2-tailed)	.559	.688	.000	.993	.775	
	N	30	30	30	30	30	30

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

Correlations

		x31	x32	x33	x34	x35	totalX3
x31	Pearson Correlation	1	.411*	.267	.680**	.337	.762**
	Sig. (2-tailed)		.024	.153	.000	.069	.000
	N	30	30	30	30	30	30
x32	Pearson Correlation	.411*	1	.529**	.238	.513**	.703**
	Sig. (2-tailed)	.024		.003	.205	.004	.000
	N	30	30	30	30	30	30
x33	Pearson Correlation	.267	.529**	1	.249	.711**	.713**
	Sig. (2-tailed)	.153	.003		.184	.000	.000
	N	30	30	30	30	30	30
x34	Pearson Correlation	.680**	.238	.249	1	.407*	.734**
	Sig. (2-tailed)	.000	.205	.184		.026	.000
	N	30	30	30	30	30	30
x35	Pearson Correlation	.337	.513**	.711**	.407*	1	.780**
	Sig. (2-tailed)	.069	.004	.000	.026		.000
	N	30	30	30	30	30	30
totalX3	Pearson Correlation	.762**	.703**	.713**	.734**	.780**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

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

Correlations

		x41	x42	x43	x44	x45	totalX4
x41	Pearson Correlation	1	.060	.047	.006	.020	.431*
	Sig. (2-tailed)		.753	.805	.974	.916	.018
	N	30	30	30	30	30	30
x42	Pearson Correlation	.060	1	.557**	-.010	.362*	.690**
	Sig. (2-tailed)	.753		.001	.960	.049	.000
	N	30	30	30	30	30	30
x43	Pearson Correlation	.047	.557**	1	.223	.196	.710**
	Sig. (2-tailed)	.805	.001		.236	.300	.000
	N	30	30	30	30	30	30
x44	Pearson Correlation	.006	-.010	.223	1	.146	.466**
	Sig. (2-tailed)	.974	.960	.236		.441	.010
	N	30	30	30	30	30	30
x45	Pearson Correlation	.020	.362*	.196	.146	1	.566**
	Sig. (2-tailed)	.916	.049	.300	.441		.001
	N	30	30	30	30	30	30
totalX4	Pearson Correlation	.431*	.690**	.710**	.466**	.566**	1
	Sig. (2-tailed)	.018	.000	.000	.010	.001	
	N	30	30	30	30	30	30

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

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

Correlations

		y11	y12	y13	y14	y15	totalY
y11	Pearson Correlation	1	.048	-.006	.064	.010	.432*
	Sig. (2-tailed)		.799	.974	.737	.959	.017
	N	30	30	30	30	30	30
y12	Pearson Correlation	.048	1	.254	.168	.407*	.691**
	Sig. (2-tailed)	.799		.176	.375	.026	.000
	N	30	30	30	30	30	30
y13	Pearson Correlation	-.006	.254	1	.054	.098	.500**
	Sig. (2-tailed)	.974	.176		.778	.607	.005
	N	30	30	30	30	30	30
y14	Pearson Correlation	.064	.168	.054	1	.063	.494**
	Sig. (2-tailed)	.737	.375	.778		.740	.006
	N	30	30	30	30	30	30
y15	Pearson Correlation	.010	.407*	.098	.063	1	.587**
	Sig. (2-tailed)	.959	.026	.607	.740		.001
	N	30	30	30	30	30	30
totalY	Pearson Correlation	.432*	.691**	.500**	.494**	.587**	1
	Sig. (2-tailed)	.017	.000	.005	.006	.001	
	N	30	30	30	30	30	30

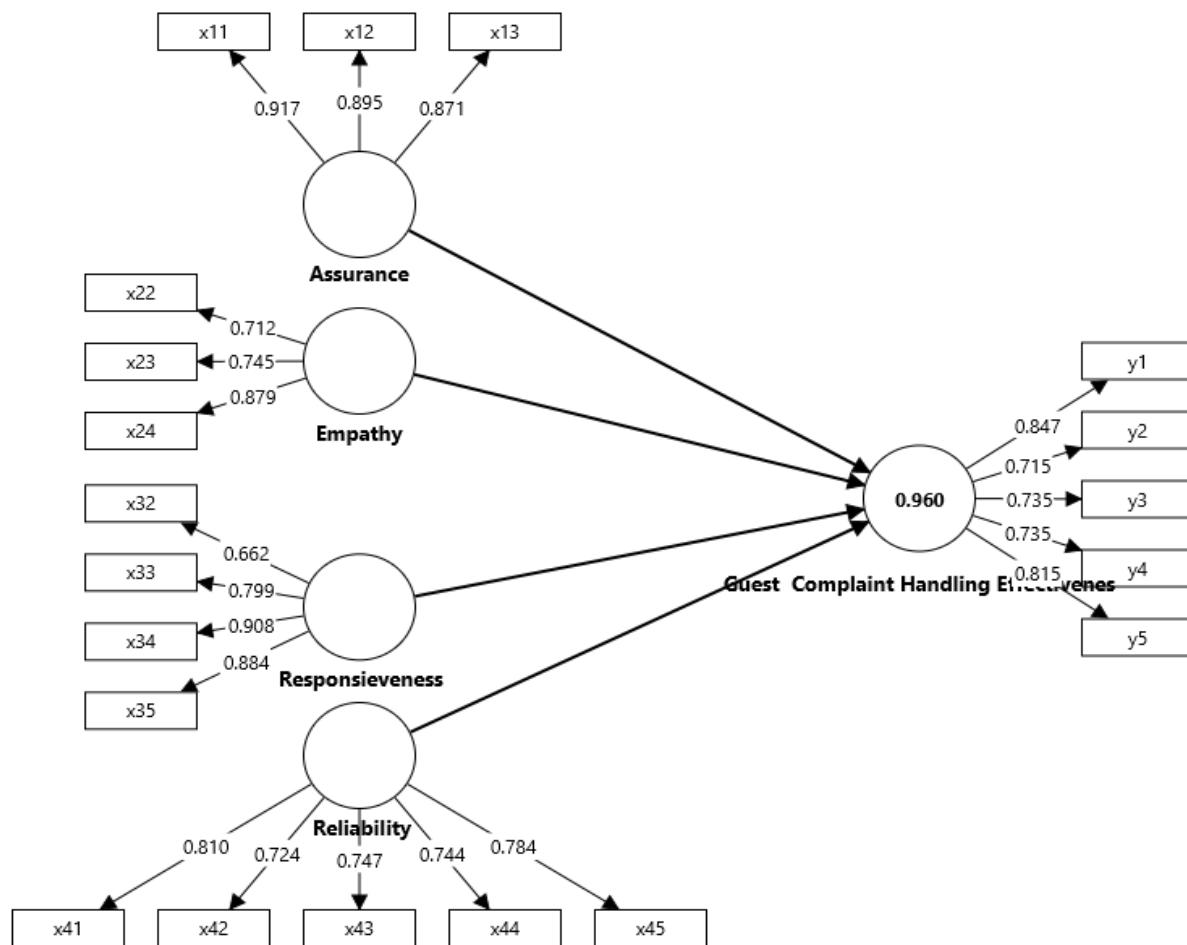
*. Correlation is significant at the 0.05 level (2-tailed).

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

Pengujian melalui tools awal guna mendapatkan keyakinan bahwa penggunaan instrument membuktikan bahwa instrument tersebut memberikan bukti atau dinyatakan valid dan reliabel.

B. Simpulan Hasil Uji terhadap Hipotesis

Sebagai tujuan akhir pengujian nilai terhadap ada tidaknya perbedaan signifikan perilaku jender petugas hotel kepada tamu, maka telah dilakukan pengujian uji validitas dengan menggunakan smart PLS, yang hasilnya sebagai rujukan awal lanjutan penelitian. Hasil uji validitas dan reliabilitas tersebut dapat disajikan dalam gambar sebagai berikut :



Hasil di atas merupakan komponen uji utama yang selanjutnya akan dilengkapi dengan penjelasan hasil yang menyeluruh, sekaligus dengan penambahan kajian riset terdahulu dan dukungan teori yang ada dan disiapkan dalam bentuk yang akan mengikuti *template* jurnal yang akan dituju.

Sebagai bahan kajian guna mendapatkan tinjauan dan pengambilan hasil riset yang memadai, maka ditambahkan bukti dukung referensi sebagai berikut:

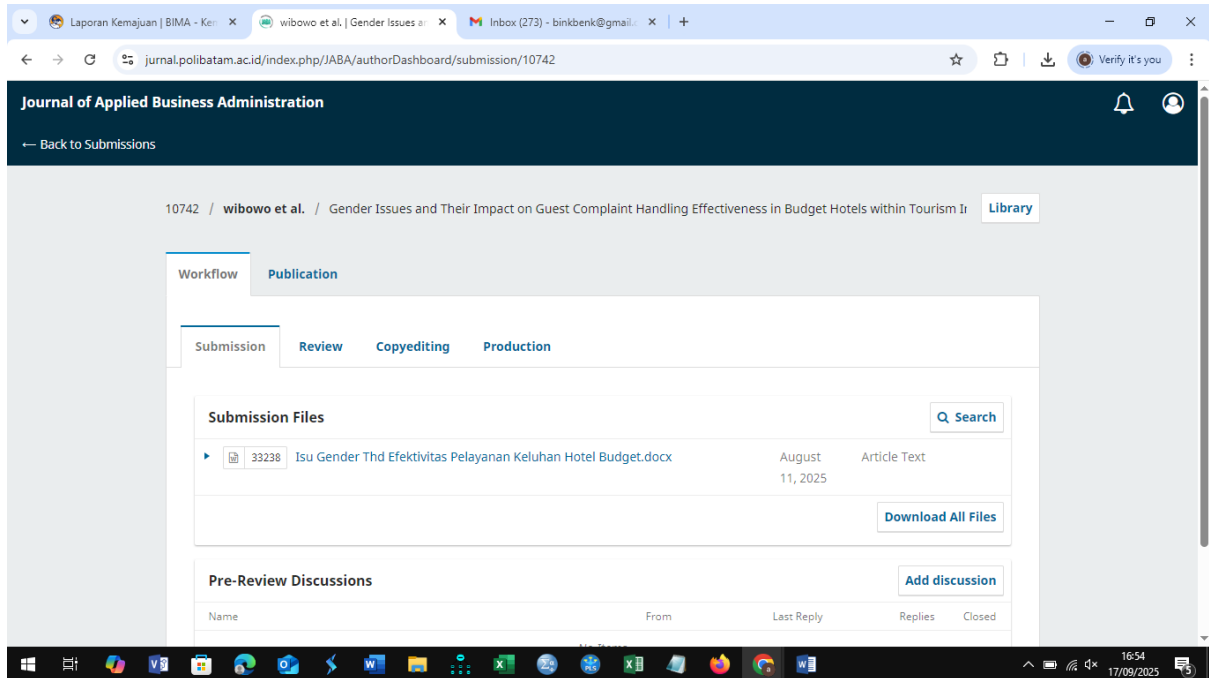
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D. STATUS LUARAN: Tuliskan jenis, identitas dan status ketercapaian setiap luaran wajib dan luaran tambahan (jika ada) yang dijanjikan. Jenis luaran dapat berupa publikasi, perolehan kekayaan intelektual, atau luaran lainnya yang telah dijanjikan pada proposal. Uraian status luaran harus didukung dengan bukti kemajuan ketercapaian luaran sesuai dengan luaran yang dijanjikan. Lengkapi isian jenis luaran yang dijanjikan serta mengunggah bukti dokumen ketercapaian luaran melalui BIMA.

Status luaran utama adalah artikel pada Jurnal terindeks sinta 4, dalam perjalananya peneliti mencoba submit artikel pada journal of applied business administration yang memiliki indeksasi sinta 3. Luaran yang lain sebagai tambahan adalah HaKI. Luaran ini disegerakan

untuk diajukan setelah artikel terbit pada jurnal yang dituju. Berikut disajikan laporan atau progres kemajuan. Adapun kejaran laporan artikel terkait sebagai berikut :



E. PERAN MITRA: Tuliskan realisasi kerjasama dan kontribusi Mitra baik *in-kind* maupun *in-cash* serta mengunggah bukti dokumen pendukung sesuai dengan kondisi yang sebenarnya. Bukti dokumen realisasi kerjasama dengan Mitra dapat diunggah melalui BIMA.

Catatan:

Bagian ini wajib diisi untuk penelitian terapan, untuk penelitian dasar (KATALIS, Fundamental, Pascasarjana, dan Dosen Pemula) boleh mengisi bagian ini (tidak wajib) jika melibatkan mitra dalam pelaksanaan penelitiannya

F. KENDALA PELAKSANAAN PENELITIAN: Tuliskan kesulitan atau hambatan yang dihadapi selama melakukan penelitian dan mencapai luaran yang dijanjikan, termasuk penjelasan jika pelaksanaan penelitian dan luaran penelitian tidak sesuai dengan yang direncanakan atau dijanjikan.

Keterbatasan Responden

Tidak semua responden yang dituju bersedia meluangkan waktu untuk mengisi kuesioner atau mengikuti wawancara. Hal ini memperlambat proses pengumpulan data dan mengharuskan peneliti mencari alternatif atau memperluas jangkauan sampel. Diskusi dengan pihak hotel, terdapat kecenderungan tamu merasa tersita waktu untuk mengisi kuesioner, bahkan pemberian tauatan jika hanya berupa link terdapat keengganan untuk membuka karena dianggap spam dan aplikasi (APK) yang dianggap berbahaya.

Kendala Teknis

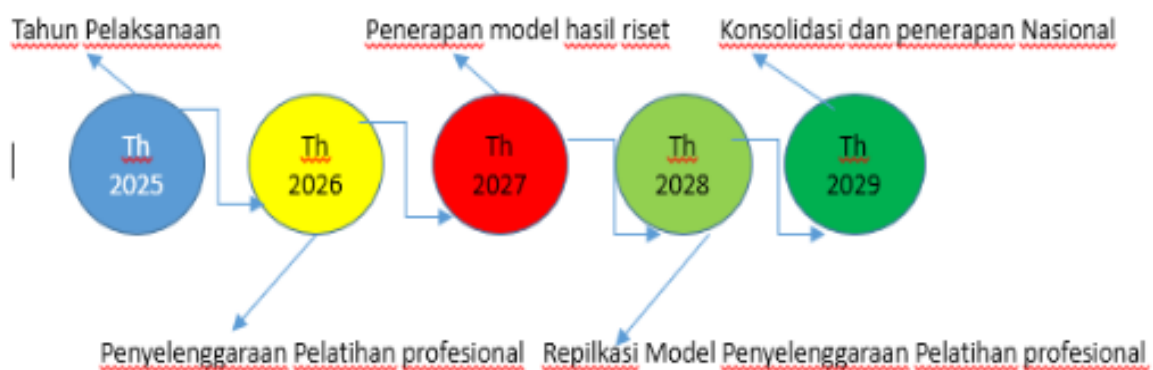
Penggunaan perangkat lunak analisis seperti SmartPLS atau SPSS kadang memerlukan penyesuaian ulang terhadap model penelitian yang dirancang. Kesalahan kecil dalam input data bisa memengaruhi hasil, sehingga memerlukan waktu lebih lama untuk memastikan validitas dan reliabilitas data.

Faktor Eksternal

Kondisi lapangan yang dinamis, misalnya kesibukan hotel, musim liburan, atau kebijakan manajemen yang berubah, telah memengaruhi ketersediaan data maupun keterlibatan responden, dan pengelola yang kurang sesuai dengan jadwal awal. Namun kesemua kendala ini dapat diantisipasi dengan datang pada waktu yang berbeda, dan mendatangi secara parsial diluar jadwal yang ada serta melalui penyebaran kuesioner konvensional.

G. RENCANA TAHAPAN SELANJUTNYA: Tuliskan dan uraikan rencana penelitian selanjutnya berdasarkan indikator luaran yang telah dicapai, rencana realisasi luaran wajib yang dijanjikan dan tambahan (jika ada) di tahun berikutnya serta *roadmap* penelitian keseluruhan. Pada bagian ini diperbolehkan untuk melengkapi penjelasan dari setiap tahapan dalam metoda yang akan direncanakan termasuk jadwal berkaitan dengan strategi untuk mencapai luaran seperti yang telah dijanjikan dalam proposal. Jika diperlukan, penjelasan dapat juga dilengkapi dengan gambar, tabel, diagram, serta pustaka yang relevan. Jika laporan kemajuan merupakan laporan pelaksanaan tahun terakhir, pada bagian ini dapat dituliskan rencana penyelesaian target yang belum tercapai.

Jika diberikan kesempatan melanjutkan maka sesuai dengan milestone yang direncanakan. Peneliti akan mencoba mendorong daya saing tenaga bidang pariwisata dengan bekerja sama melalui pihak ketiga untuk memberikan pelatihan profesional, bagaimana tenaga layanan hospitality meskipun berada pada standar hotel budget namun layanannya dapat memberikan services setingkat dengan hotel bertaraf bintang 5 bahkan international. Sehingga dengan kepuasan layanan physical mode hal ini, dapat berdampak pada tamu untuk memperpanjang masa tinggal dan keinginan berkunjung kembali ke hotel di waktu mendatang, dan memiliki efek ekonomi yang berlipat. Tahapan ini sesuai dengan *stage* yang sudah direncanakan seperti dalam tabel berikut ini dalam proposal terdahulu :



Namun demikian, sebelum semua itu masuk dalam tahapan penyempurnaan perjalanan penelitian ini, maka hal utama yang akan dikerjakan adalah penyelesaian target yang belum selesai yaitu penerbitan artikel pada jurnal dan perolehan HaKI sebagai luaran utama dan wajib.

H. DAFTAR PUSTAKA: Penyusunan Daftar Pustaka berdasarkan sistem nomor sesuai dengan urutan pengutipan. Hanya pustaka yang disitasi pada laporan kemajuan yang dicantumkan dalam Daftar Pustaka.

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Gender Issues and Their Impact on Guest Complaint Handling Effectiveness in Budget Hotels within Tourism Industry

Abstract

This study examines the influence of gender on guest complaint handling in budget hotels in Batam City, Indonesia—an industrial centre that has also become a growing tourist destination. A total of 182 respondents were selected through purposive sampling, and data analysis was conducted using Smart PLS. The research focuses on four service quality dimensions: assurance, empathy, responsiveness, and reliability. Results indicate that gender significantly moderates the relationships between assurance, empathy, and responsiveness with complaint handling effectiveness, but does not moderate reliability. Specifically, male respondents show a stronger moderating effect on responsiveness, while female respondents exhibit stronger moderating effects on assurance and empathy. No significant moderating role of gender was found for reliability. These findings highlight the importance of considering gender differences in service strategies to enhance guest satisfaction and complaint resolution in the budget hotel sector.

Keywords:

Gender, Service Quality, Guest Complaint, Moderating Effect

Introduction

The tourism industry has become one of the many sectors experiencing significant growth. This development is evident from the increasing number of tourists visiting destinations in various countries, especially after the decline of COVID-19 cases. Such growth has encouraged the emergence of various forms of accommodation, including budget hotels (Ramadhan & Kusumah, 2022). Budget hotels have become a popular choice for travellers seeking affordable lodging while still expecting functional and standard service. In its operations, budget hotels face unique challenges in maintaining guest satisfaction, particularly in terms of complaint handling (Sunarsa, 2020). Effective complaint management is a crucial indicator for sustaining guest loyalty and service reputation.

Within the context of budget hotel services, gender issues are receiving growing attention, especially in staff–guest interactions. Gender does not merely refer to the biological differences between men and women, but also to social constructs that influence behaviour, expectations, and responses in social interactions (Wicaksono & Leonandri, 2019). In service environments such as hospitality, gender stereotypes can affect guests' perceptions of staff competence and influence how staff respond to complaints.

Previous research shows that perceptions and expectations of service staff are often shaped by gender identity. For example, female staff are often expected to demonstrate more friendliness, patience, and empathy compared to male staff. This potentially affects how guests voice complaints and how staff respond. In certain situations, gender may enhance or even hinder the effectiveness of communication in complaint resolution. Gender-based perceptual imbalances may lead to inconsistent complaint handling, thereby disrupting service standards that should be neutral and professional (Chan et al., 2017). Therefore, it is crucial to understand how gender

dynamics influence the effectiveness of complaint handling in budget hotels. Such understanding can serve as a foundation for formulating strategies to improve. Services quality in a more inclusive and equitable manner (Al-Rousan & Abuamoud, 2013)

Budget hotels, which generally operate with limited staff and fewer resources compared to star-rated hotels, are particularly vulnerable to gender-related dynamics in service delivery. The lack of gender equality-based training and the pressure of operational demands may lead to imbalances in complaint handling. Male staff may be assumed to be more resilient in handling aggressive complaints, while female staff are often considered more suitable for addressing emotional complaints—regardless of individual competence

Moreover, it is possible that guests themselves bring gender biases into their interactions with hotel staff. For instance, a male guest filing a complaint to a female staff member may exhibit different behaviour compared to when interacting with a male staff member, and vice versa (Cockburn-Wooten, 2012). These differences can affect the process of expressing, processing, and resolving complaints. As a result, a managerial approach that is sensitive to gender issues becomes increasingly relevant in the context of budget hotels.

Within the broader scope of the tourism industry, sensitivity to gender issues in public service areas reflects the industry's maturity and readiness to meet global demands. Sustainable tourism is not only concerned with environmental aspects but also encompasses social dimensions, including equality and fairness in service (Çakmakoglu Arici, 2020). Budget hotels, as an essential part of the tourism value chain, must also take an active role in promoting service practices that acknowledge such social dynamics. According to (Sosianika et al., 2021) prompt and empathetic responses to guest complaints enhance guests' perceptions of service quality and foster loyalty

However, research has shown that gender factors can influence how staff respond to complaints and how guests evaluate those responses (Wibowo, Agung Edy; Vargo, 2024).

On the other hand, hotel guests also carry gender biases when delivering complaints. A study conducted by Grandey et al. (2005) in (Silva & Couto, 2023) found that guests tend to evaluate female staff responses more critically, particularly if they do not express high levels of empathy. This indicates that guest perceptions are influenced by gender-based expectations, not merely by the actual quality of the response. In the context of budget hotels, which rely on workforce efficiency and standardized service procedures, the flexibility to tailor services to individual guest needs may be limited. According to Brotherton (2003) in (Silva & Couto, 2023), budget hotels typically lack a dedicated complaint management division, leaving the responsibility of handling complaints directly to frontline staff. This situation requires staff to be capable of managing various interaction dynamics, including differing expectations arising from gender-related factors.

Based on this background, this study aims to explore how gender issues affect the effectiveness of guest complaint handling in budget hotels. This research is expected to provide both theoretical and practical contributions to the development of service standards that are responsive to gender issues, while also offering insights for hotel management on the importance of fostering an inclusive work culture that can address the growing diversity demands within the tourism industry.

Research Framework

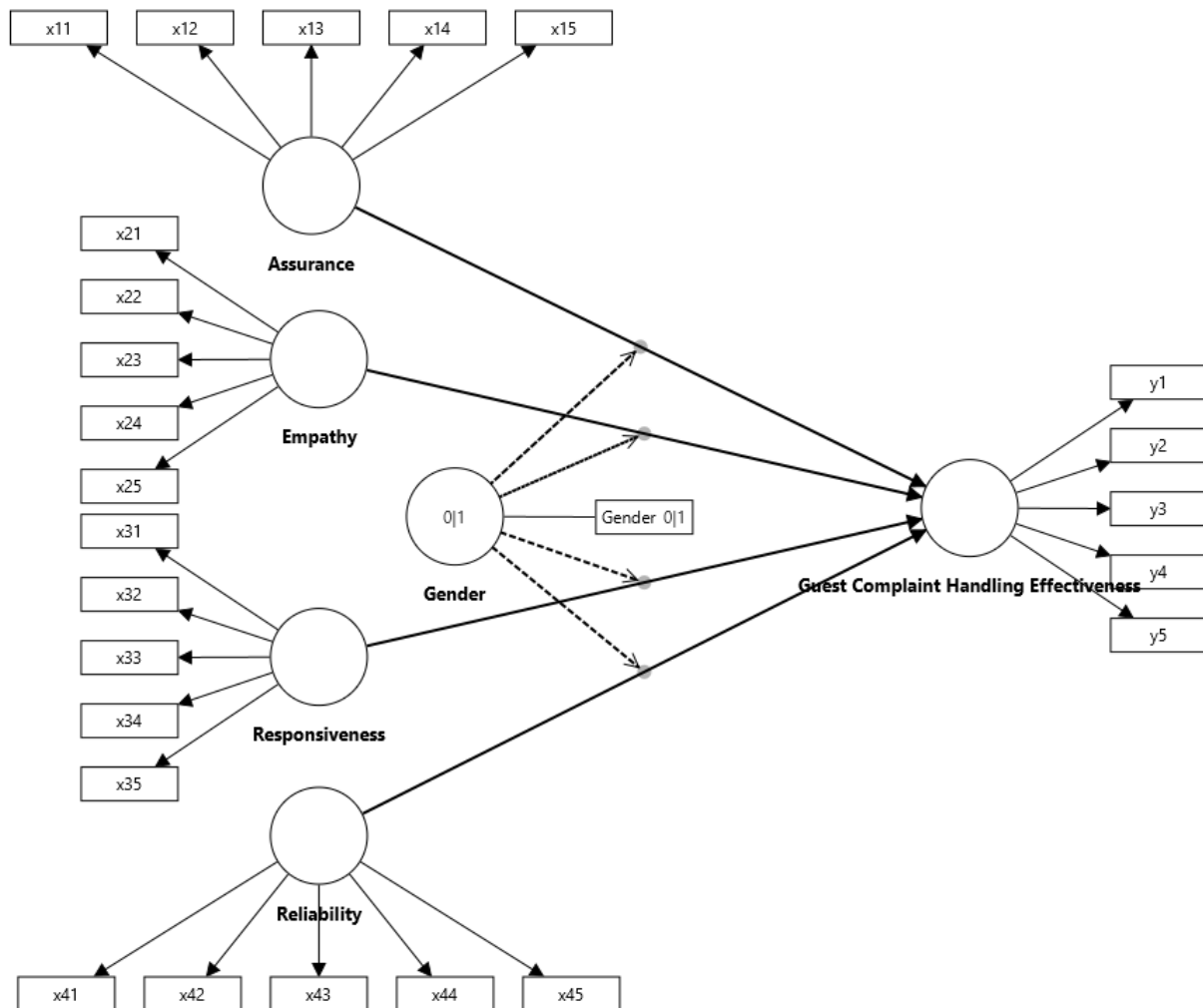


Figure 1. Initial Frameworks

Research Method

This study employs a quantitative approach using a survey method to examine guests' perceptions of gender issues in the effectiveness of complaint handling at budget hotels. The population of the study consists of hotel guests who have directly submitted complaints during their stay at budget hotels in the city of Batam. The sample is selected purposively based on the criteria of guests who have experience lodging complaints with hotel staff, both male and female. The number of respondents is determined using the Slovin formula (Sugiyono, 2015)

$$n = \frac{N}{(1 + N * e^2)}$$

With a research scope spanning six months of data collection, the identified population consisted of 400 individuals. Using a margin of error of 5%, the resulting sample size was calculated to be approximately 200 respondents, after screening process the respondent were collected 182 sample. The research instrument was a closed-ended questionnaire using a 5-point

Likert scale designed to measure guest perceptions of service quality attributes, including assurance, empathy, responsiveness and, reliability.

Hypothesis testing was conducted by examining the influence of gender on the effectiveness of complaint handling services in hotels through structural equation modeling (SEM) using Smart Partial Least Squares (Smart PLS).

Results and Discussion

Summary of Respondents' Description. The summary of the respondents' description is as follows. Female respondents totaled 74 (40.7%), while male respondents totaled 108 (59.3%). In terms of age, respondents aged between 18 and 28 years numbered 48 (26.4%), those aged between 29 and 39 years totaled 88 (48.4%), and those over 40 years old totaled 46 (25.3%). Regarding education level, 32 respondents (17.6%) had completed senior high school, 29 respondents (15.9%) held a diploma (D3), 83 respondents (45.6%) held a bachelor's degree, and 38 respondents (20.9%) held a postgraduate degree.

The validity of the items or instruments used was tested through several measurements, including loading factor, composite reliability (CR), Cronbach's alpha, and Average Variance Extracted (AVE). The results of each test are presented in the table below.

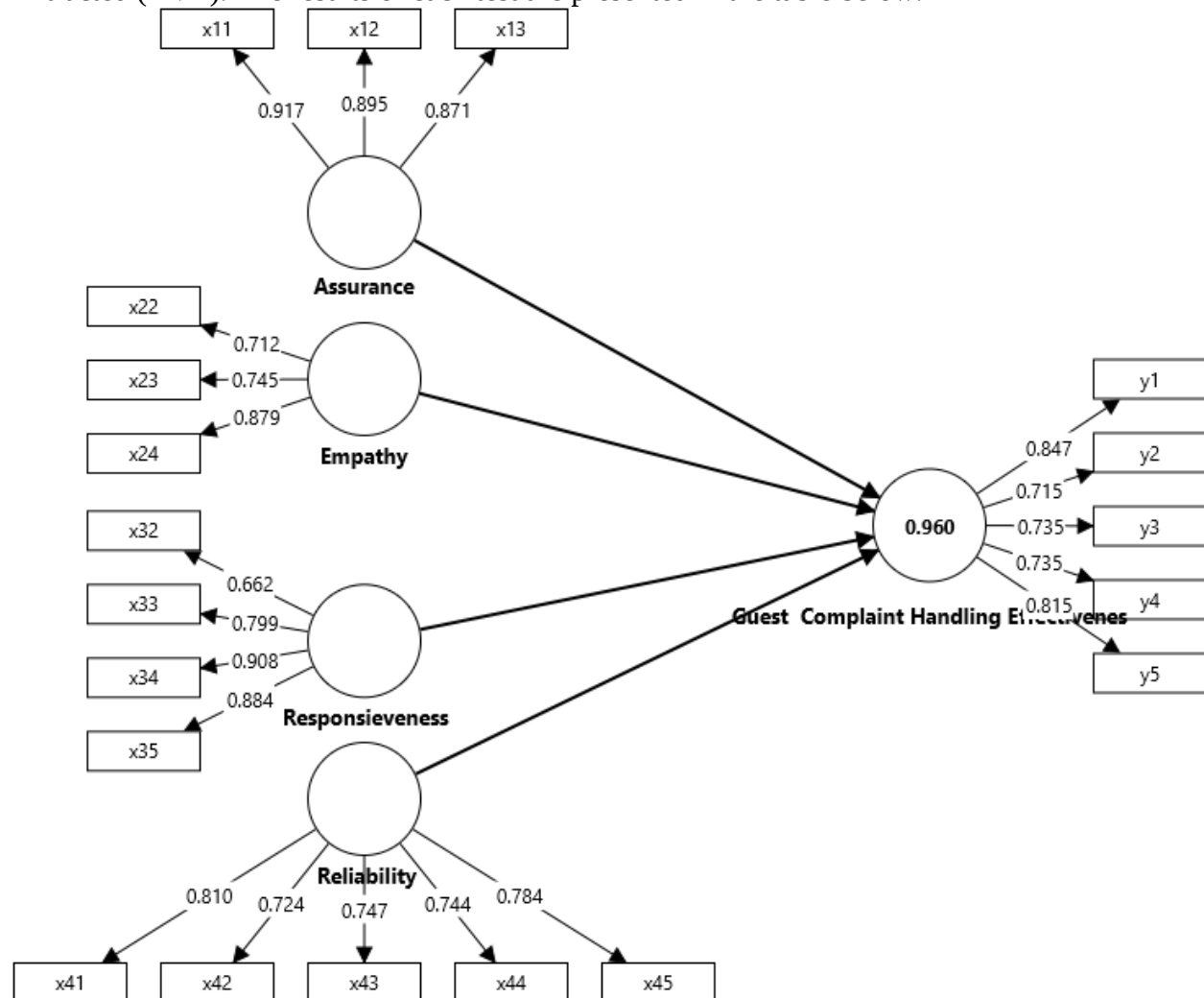


Figure 2. Loading Factor

After undergoing the screening test on the variables of assurance, empathy, responsiveness, reliability, and guest complaint handling effectiveness, the indicators consisting of 25 items across all variables were declared valid after reducing items x1.4, x1.5, x2.1, x2.5, and x3.1. There are 20 indicators within the variables that have loading factor values above 0.60 (Chin, 2013) in (Arenhart et al., 2023). Meanwhile, the results of the Composite Reliability test to verify the validity and reliability are presented in the table below.

Table 1 Composite Realibility

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Assurance	0.812	0.826	0.869	0.571
Empathy	0.794	0.811	0.860	0.556
Guest Complaint Handling Effectiveness	0.923	0.924	0.942	0.766
Reliability	0.827	0.858	0.875	0.584
Responsiveness	0.849	0.853	0.892	0.623

Sources: Data Processing 2025

Based on Table 1, it can be concluded that all latent variables exhibit Composite Reliability (CR) values exceeding the threshold of 0.70, as recommended by Hair et al. (2013) in (Hinson et al., 2024). This finding confirms that all indicators associated with the measured variables demonstrate satisfactory reliability. Furthermore, the results of the Cronbach's Alpha analysis, which also serves as an indicator of internal consistency, are presented in the following table:

Tabel 2 Cronbach's Alpha

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Assurance	0.812	0.826	0.869	0.571
Empathy	0.794	0.811	0.860	0.556
Guest Complaint Handling Effectiveness	0.923	0.924	0.942	0.766
Reliability	0.827	0.858	0.875	0.584
Responsiveness	0.849	0.853	0.892	0.623

Sources: Data Processing 2025

Furthermore, Table 2 shows that all indicators representing the latent variables also have Cronbach's Alpha values exceeding 0.70 Hair et al. (2013) in (Cockburn-Wootten, 2012) . This finding further supports the reliability of the instrument, confirming that the internal consistency of each variable is acceptable. To assess convergent validity, the Average Variance Extracted (AVE) values were examined. The results of this analysis are presented in the following table and indicate the extent to which the indicators explain the variance of the underlying construct.

Tabel 3 Average Variance Extracted

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Assurance	0.812	0.826	0.869	0.571
Empathy	0.794	0.811	0.86	0.556
Guest Complaint Handling Effectiveness	0.923	0.924	0.942	0.766
Reliability	0.827	0.858	0.875	0.584
Responsiveness	0.849	0.853	0.892	0.623

Sources: Data Processing 2025

Based on Table 3, it can be explained that all indicators representing the latent variables have Average Variance Extracted (AVE) values greater than 0.50, as suggested by Hair (2013) in (Hinson et al., 2024). This indicates that all indicators possess good convergent validity.

Meanwhile, the results of the discriminant validity test using the Fornell-Larcker Criterion can be explained as follows:

Tabel 4 Fornell Larcker Test

	Assurance	Empathy	Guest Complaint Handling Effectiveness	Reliability	Responsiveness
Assurance	0.756				
Empathy	0.603	0.746			
Guest Complaint Handling Effectiveness	0.434	0.520	0.875		
Reliability	0.464	0.638	0.720	0.764	
Responsiveness	0.460	0.746	0.596	0.724	0.789

Sources: Data Processing 2025

Based on Table 4, the acceptance criterion for the Fornell-Larcker test is met when the square root of the AVE for each construct is greater than its correlation with any other construct (Hair, 2013). The results indicate that the discriminant validity criteria are satisfied. Specifically, the square root of AVE for each variable is as follows:

- 1) Assurance: $\sqrt{\text{AVE}} = 0.756$, which is greater than its correlations with other variables
- 2) Empathy: $\sqrt{\text{AVE}} = 0.746$, greater than its correlations with other variables
- 3) Guest Complaint Handling Effectiveness: $\sqrt{\text{AVE}} = 0.875$, greater than its correlations with other variables
- 4) Reliability: $\sqrt{\text{AVE}} = 0.764$, greater than its correlations with other variables
- 5) Responsiveness: $\sqrt{\text{AVE}} = 0.789$, greater than its correlations with other variables

These results demonstrate that discriminant validity, as assessed using the Fornell-Larcker criterion, is well established. Furthermore, the results of discriminant validity testing using the **Heterotrait–Monotrait Ratio (HTMT)** are presented in the following table:

Tabel 5 HTMT Test

	Assurance	Empathy	Guest Complaint Handling Effectiveness	Reliability	Responsiveness
Assurance					
Empathy	0.795				
Guest Complaint Handling Effectiveness	0.489	0.604			
Reliability	0.562	0.796	0.888		
Responsiveness	0.542	0.888	0.664	0.871	

Sources: Data Processing 2025

Based on Table 5, the acceptance criterion for the HTMT test is fulfilled when the HTMT value is less than 0.90 (Hair et al., 2019) in (Arenhart et al., 2023). The results indicate that all HTMT values are below the 0.90 threshold, thereby confirming that discriminant validity through the HTMT approach is satisfactorily met.

Hypothesis Test

Tabel 6 Moderating Effect of Gender Differences

	Original sample (O)	T statistics (O/STDEV)	P values
Gender x Assurance -> Guest Complaint Handling Effectiveness	0.132	2.985	0.009
Gender x Empathy -> Guest Complaint Handling Effectiveness	-0.255	2.924	0.003
Gender x Responsiveness -> Guest Complaint Handling Effectiveness	0.115	1.249	0.212
Gender x Reliability -> Guest Complaint Handling Effectiveness	0.153	1.968	0.049

Sources: Data Processing 2025

Based on Table 6, it can be explained that gender does not have a moderating effect on the relationship between assurance and guest complaint handling effectiveness, as indicated by a p-value of 0.98 (> 0.05). However, gender does moderate the relationship between empathy and guest complaint handling effectiveness, with a p-value of 0.003 (< 0.05). Furthermore, gender does not moderate the relationship between responsiveness and guest complaint handling effectiveness, as shown by a p-value of 0.212 (> 0.05). Finally, gender is found to have a moderating effect on the relationship between reliability and guest complaint handling effectiveness, with a p-value of 0.049 (< 0.05).

Model Fit

Tabel 7 R Square

	R-square	R-square adjusted
Guest Complaint Handling Effectiveness	0.679	0.667

Sources: Data Processing 2025

Table 7 above illustrates the amount of variation in the endogenous variable that can be explained by the influence of the variables assurance, empathy, responsiveness, and reliability, which amounts to 0.679. This effect size is considered moderate. This figure indicates an increase in the moderating effect, but it remains within the moderate category, as suggested by Chin (1998) in (Abnur et al., 2023).

Based on the data analysis results, it can be explained that the combined contribution of the variables assurance, empathy, responsiveness, and reliability accounts for 67.9% of the variance in the endogenous variable, while the remaining 32.1% is attributed to other exogenous/endogenous variables outside the scope of this study.

Tabel 8 SRMR (Standardized Root Mean Square Residual.)

	Saturated model	Estimated model
SRMR	0.094	0.094
NFI	0.814	0.814

Sources: Data Processing 2025

SRMR (Standardized Root Mean Square Residual) is a model fit index that measures the difference between the observed correlation matrix and the model-implied correlation matrix. The SRMR value obtained from the results above is 0.094, which falls within the range of 0.08 to 0.10. This indicates that the model has an acceptable fit, meaning the empirical data adequately explains the relationships among the variables in the model (Karin Schmellehe et al., 2003) in (Shahril & Aziz, 2022)

NFI (Normed Fit Index) measures how well the structural model represents the data. The NFI value obtained is 0.814, which lies within the range of 0.80 to 0.89. This value is considered to indicate a moderately good or acceptable fit (Anda et al., 2020)

In- depth discussion on the topic above will be elaborated on the below topic:

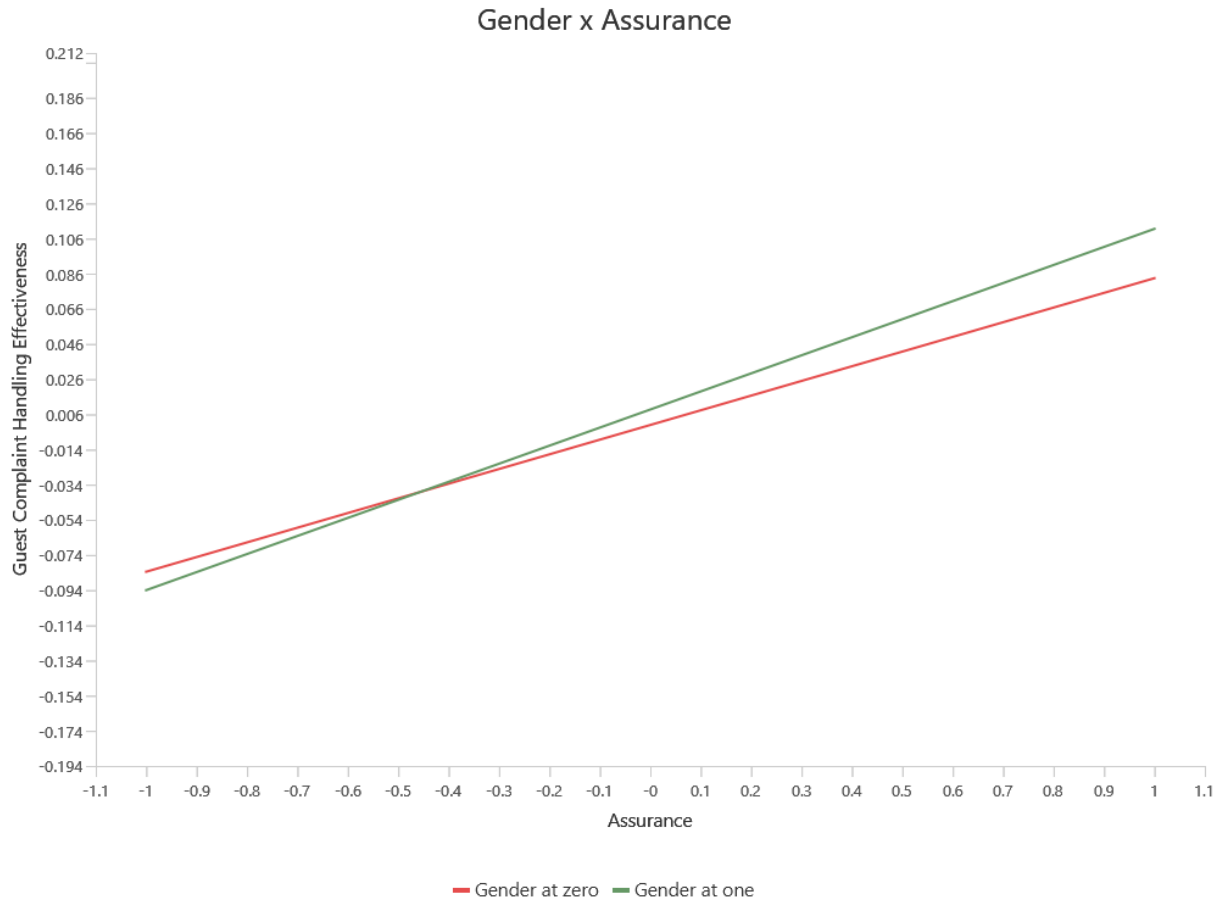


Figure 3 Slope Gender x Assurance

The figure above illustrates that gender moderates the relationship between assurance and guest complaint handling effectiveness. The female group (represented by the green line) tends to have a stronger moderating effect on guest complaint handling effectiveness compared to the male group (represented by the red line). This finding demonstrates a difference in guest complaint handling effectiveness from the perspective of assurance. This result is consistent with the findings of previous research (Antara et al., 2019), (Cockburn-Wooten, 2012)

Meanwhile, the moderating effect of gender on the relationship between empathy and guest complaint handling effectiveness can be described as follows:

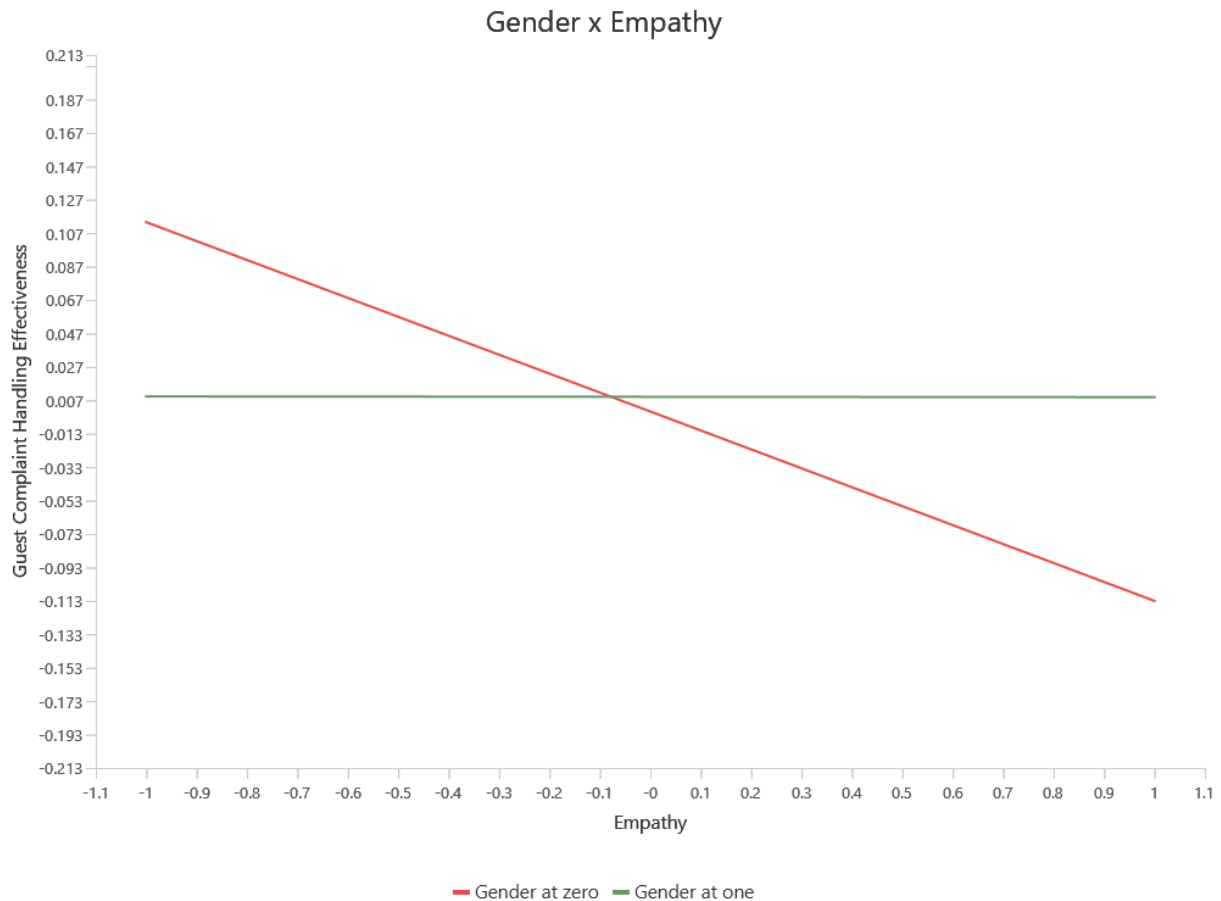


Figure 4 Slope Gender x Empathy

The figure above shows that gender moderates the relationship between empathy and guest complaint handling effectiveness. The female group (green line) tends to exhibit a more flat or smooth moderating effect on the level of guest complaint handling effectiveness compared to the male group (red line). This indicates a difference in guest complaint handling effectiveness from the perspective of empathy. This finding aligns with previous research (Shantika, 2024) and (Febriana & Ervina, 2023)

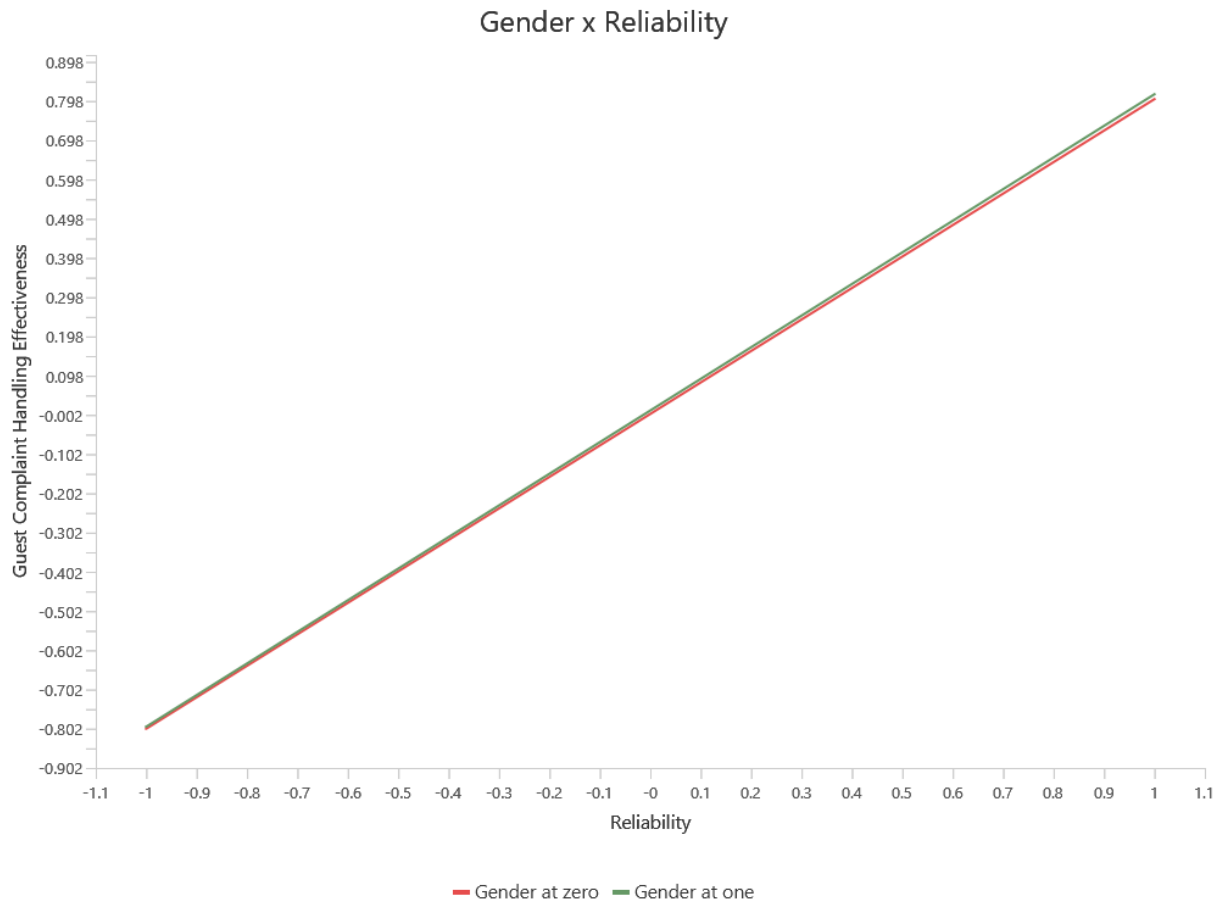


Figure 5 Slope Gender x Reliability

The figure above shows that gender does not have a moderating effect on the relationship between reliability and guest complaint handling effectiveness. Both the female group (green line) and the male group (red line) tend to have similar effects and do not show significant differences in guest complaint handling effectiveness from the perspective of reliability. This finding is consistent with previous research (Budhiartha, I Nyoman:Wibowo, 2025) and (Wibowo, A.E., Abnur, 2022) and (Febriani et al., 2023)

Meanwhile, the moderating effect of gender on the relationship between responsiveness and guest complaint handling effectiveness can be described as follows

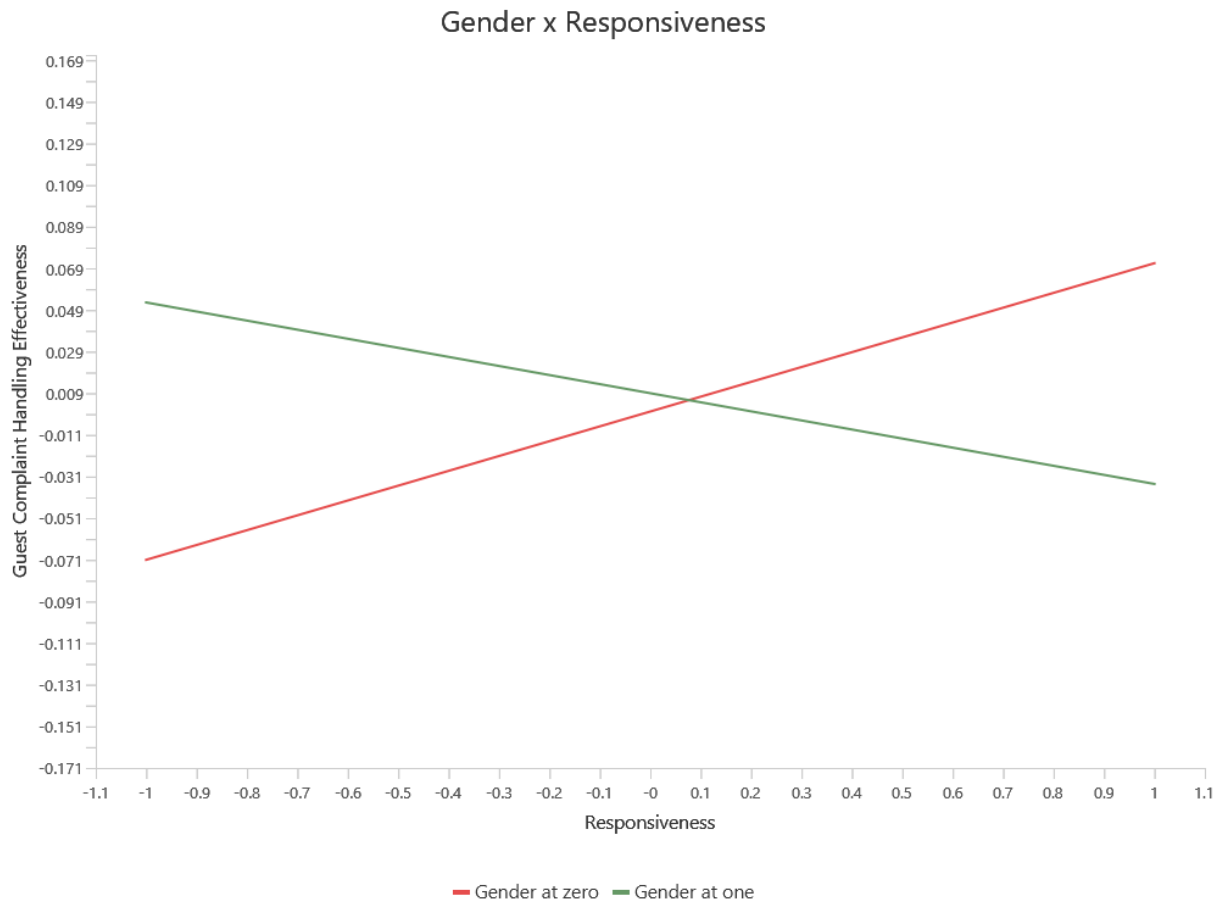


Figure 6 Slope Gender x Responsiveness

The figure above illustrates that gender moderates the relationship between responsiveness and guest complaint handling effectiveness. The female group (represented by the green line) tends to have a lower moderating effect on guest complaint handling effectiveness compared to the male group (represented by the red line). This finding demonstrates a difference in guest complaint handling effectiveness from the perspective of responsiveness. This result is consistent with the findings of previous research (Al-Rousan & Abuamoud, 2013)(Al-Rousan & Abuamoud, 2013), (Kasongo, 2023)

Conclusion

This study shows that there are differences in the moderating effect of gender on the relationship between empathy and the effectiveness of guest complaint handling in budget hotels in Batam City. The analysis reveals that female employees tend to demonstrate higher levels of empathy compared to male employees, which positively influences the effectiveness of handling guest complaints. This indicates that gender plays a significant role in strengthening or weakening the impact of empathy on service performance in complaint resolution.

In addition, the study finds that the moderating effect of gender on the relationship between reliability and the effectiveness of complaint handling also shows a significant difference. Male employees tend to be more dominant in demonstrating reliability in consistently and timely executing complaint handling procedures, which contributes to the overall effectiveness. In other words, gender influences how reliability is translated into actual service practices for guests.

Based on the analysis results, it was found that gender does not play a significant moderating role in the relationship between assurance and the effectiveness of guest complaint handling in budget hotels in Batam City. This means that the level of confidence and sense of security conveyed by employees to guests—whether delivered by male or female staff—does not show a meaningful difference in influencing the success of complaint resolution. This indicates that assurance tends to be independent of gender in the context of service delivery in budget hotels.

Similarly, gender was not found to moderate the relationship between responsiveness and the effectiveness of complaint handling. A quick and attentive response to guest complaints has a positive impact on handling effectiveness; however, this effect is not influenced by whether the employee is male or female. In other words, both male and female employees have equal potential in responding to complaints effectively, with no significant differences related to gender.

These findings provide important implications for the management of budget hotels in Batam City in designing strategies to improve service quality. By understanding that gender moderates the impact of empathy and reliability on complaint handling effectiveness, management can develop training tailored to the strengths of each gender and strategically assign staff to maximize service potential. This study also opens opportunities for further research to explore other factors that interact with gender in the context of hospitality service.

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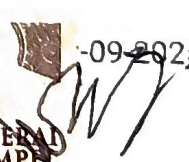
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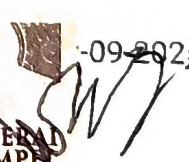
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