

The Differential Effect of Women Politicians' Communication, Efficacy, and Ideology in Building Citizens' Political Satisfaction and Trust: A Case of a Developing Nation

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Abstract: The current study examines the impact of politicians' communication, efficacy, and ideology on citizens' political satisfaction and trust in the developing nation of Indonesia. Women's political participation and representation are encouraged worldwide based on their communication skills, strong personalities, and public-oriented ideologies. In this context, the current study assessed the contingent impact of gender (men and women politicians) to investigate the differential impact of their communication, efficacy, and ideology on citizens' political satisfaction. The data were collected from 590 Indonesian citizens at local administrative units and analyzed using SmartPLS v. 4. Results revealed that women politicians' communication and efficacy impact citizens' political satisfaction more than men politicians. In contrast, the politician's ideology was indifferent to male and female politicians, revealing no significant differences. The current study reflects the significant role of women in politics in bringing economic development and prosperity to a nation and extends the existing political literature using the resource-based view theory.

Keywords: Political communication, political efficacy, political ideology, political trust, political satisfaction, resourced-based view theory, Indonesia

Citizens' attitudes about government depend on how they perceive government representatives/politicians (Sundqvist, 2021). For democratic success, citizens' trust in the government/politicians has been regarded as the key to success for years (Holum, 2022). Previously, political preferences, confidence in subnational levels of government policy preferences, and public support programs have been considered important predictors of trust in the government (Houser et al., 2022; Ulbig, 2007; Van de Walle & Migchelbrink, 2022). Researchers have also highlighted the descriptive representation of politicians to build trust among citizens (Bertsou, 2019). Additionally, the foundation of trust in government has been considered based on the legitimacy of democratic institutions (Mansoor, 2021). Government representatives elected by the people run these institutions based on various aspects of their personalities. However, considering the significance of political trust in government/politicians, researchers have highlighted the need for a thorough understanding of descriptive representation (Bertsou, 2019; Hargrave & Langengen, 2021; Mansoor, 2021).

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Simultaneously, considering the multi-level characteristics of the citizens' trust in the government/politicians, demographic characteristics, attitudinal factors, feelings, and ideologies of the politicians are least explored previously (Brady et al., 2019; Sundqvist, 2021). Researchers have also ignored a key part of the political context citizens face linked with the composition of elected legislative bodies (Peeters, 2020). Elected politicians must communicate continuously with the public to make them feel privileged and important (Kubin et al., 2021). Likewise, the efficacy and competencies of the politicians cannot be ignored when considering the development and enhancing public trust in the government (McDonnell, 2020). Hence, based on the several characteristics of the politicians in developing and enhancing the level of trust among the citizens in the government, the current study aims to examine the various aspects of descriptive representation of the politicians in the form of their political communication, efficacy, and ideology perceived by the citizens to consider them trustworthy.

Various researchers all over the globe have reported an improved level of participation by women in politics (Robinson & Gottlieb, 2021; Schneider & Bos, 2019). Women serve as heads of state in several nations, including Chile, Finland, Latvia, Liberia, and Ireland. Since 2020, Kamala Harris has served as the Vice-President of the United States, having the honor of getting the highest-ranking female official in the country's history. In addition, Helle Thorning-Schmidt and Theresa May served as the prime ministers of Denmark and Great Britain, and Sheikh Hasina Wazed has served as the Prime Minister of Bangladesh, a developing nation, since 2009. These brief statistics reveal that women hold very powerful and influential places in several parts of the world. Hence, analyzing the personal experiences of women in politics and exploring the significance of their presence in the parliament translates into substantive representation is of utmost importance (Frohmann & Valdés, 2018; Robinson & Gottlieb, 2021).

The literature and politics have reported the differential communication styles of male and female politicians (Hargrave & Langengen, 2021). This difference can be further witnessed in the politicians' interviews and videos on various platforms (Salerno et al., 2018; Zimmermann et al., 2020). Thus, considering the communication differences between male and female politicians, the current study contributes to the existing body of literature by presenting the predictive differences for the contingent influence of gender (men and women politicians) on transmitting their political communication, political efficacy, and ideology in satisfying citizens resulting into their higher level of political trust.

Additionally, the current study was conducted in the developing nation of Indonesia. Researchers have reported that women's political participation is a complex phenomenon and relates to the development and dynamics of the political system in a developing nation (Krook & Sanín, 2020). Previously, several studies conducted in the Indonesian context have reported the low participation of women in politics (Inwantoro & Herawati, 2014; Mukarom, 2022). This issue can be linked to the low representation of women in various political institutions, such as the regional and central legislatures (Afrianty, 2020; Prihatini, 2020). Although the results of the last elections in 2019 represented a significant increase in woman's participation in the legislation, this participation remains low as women only filled 111 of 575 seats, as the minimum requirement for women's participation in the House of Representatives (Dewan Perwakilan Rakyat or DPR) is 30 percent.

Researchers related to the Indonesian context have revealed the significance of women's participation in politics for the nation's economic development and bringing prosperity to the country (Malik & Marwah, 2021; Mukarom, 2022). Viewed through the lens of the resource-based view theory, the current study aims to;

- Examine the impact of political communication, political efficacy, and political ideology on citizens' political trust and satisfaction.

- Examine the impact of citizens' political satisfaction on their political trust.
- Examine the mediatory role of citizens' political satisfaction in between the association of political communication, political efficacy, and political ideology with citizens' political trust.
- Investigate the contingent impact of gender (men and women politicians) to project the differential impact of their political communication, political efficacy, and political ideology in developing and enhancing citizens' political satisfaction.

The study's results have important implications for practitioners, politicians, citizens, and policymakers by explaining the way politicians' communication styles, efficacy, and ideology can improve public satisfaction by creating a sense of engagement resulting in their enhanced trust level. By examining the differential role of women politicians in terms of their communication efficacy and ideology to develop and enhance trust and satisfaction among the citizens, the current study aims to motivate the developing nations' policymakers and government representatives to encourage women to participate in politics and become the part of legislation for the betterment of the whole nation.

Literature Review and Hypothesis Development

Theoretical Foundation

The current study utilized the resource-based view theory. The theory posits that valuable, non-substitutable resources ensure the long-term success of an entity and help to develop a high-performance level (Freeman et al., 2021). This long-term strategic performance satisfies the individuals/users/customers and builds individuals' trust in those organizations. In recent years, Antoniadou and Haan (2019) and Antoniadou and Mohr (2019) extended the resource-based view theory in the political context. They examined the capabilities of the politicians and the government to drive performance and bring satisfaction to the citizens. Regardless of the effective presentation of the resource-based view in politics (McDowall, 2022; Xu et al., 2022), none of the studies examined the descriptive representation of the politicians to develop and enhance the satisfaction level among the citizens to develop and boost their political trust. At the same time, there exists a gap related to the predictive differences in determining the significance of the political communication, efficacy, and ideology of the men and women politicians on citizens' political satisfaction, which the current study explored.

Political Communication, Political Efficacy, Political Ideology, and Citizens Trust

Citizens' political trust means they believe in their elected governments' transparency, responsiveness, and accountability (Hartanto et al., 2021a; Mansoor, 2021). Researchers have shown that citizens' trust in the government highly depends upon their perceptions of the elected officials (Han et al., 2021; Hartanto et al., 2021b). These perceptions are developed based on various factors, including politicians' personalities, attitudes, and behaviors (Ulbig, 2007).

The main focus of the current study is three important aspects of politicians, including their political communication, efficacy, and ideology in developing and enhancing political trust among the citizens. Political communication presents how politicians communicate with the public based on their awareness of the issues faced by the public and the needs and requirements they expect from the elected governments (Jandevi, 2019). Due to the leaders' limited communication with the public, less politically involved citizens are less likely to

participate in the elections or discuss politics with others (Mukarom, 2022). This will further affect their trust level in the government/elected officials.

Conversely, the more aware citizens are based on the continuous communications of the politicians regarding issues will enhance their interest level in political matters. As a result, an environment of political trust will develop among the public. Additionally, the ability of politicians to bring the desired results in the public's best interest represents their political efficacy (Rico et al., 2020). When the public perceives that an individual or a group of people could best serve their needs and requirements as citizens of a country, they vote for them and raise their voices for them (McDonnell, 2020). Simultaneously, politicians with unique ideas that formed the basis for the political and economic development in the country attract the citizens as the leaders to represent them at national and international levels (Dan & Arendt, 2021). Consequently, the current study proposes a higher level of political trust among the citizens based on the effectiveness of politicians' communication with the citizens, their efficacy in resolving public issues, and unique ideologies to bring economic development and prosperity to the country. Thus, the following hypothesis is posited:

H1a: There is a positive association of political communication with citizens' political trust.

H1b: There is a positive association of political efficacy with citizens' political trust.

H1c: There is a positive association of political ideology with citizens' political trust.

Political Communication, Political Efficacy, Political Ideology, and Citizens' Satisfaction

While electing government officials/representatives/legislators, citizens play an important role by participating in the democratic process (Kayran & Erdilmen, 2021). They vote for political leaders as the representatives of their ideas and interests. Hence, political satisfaction largely depends on the elected officials (Antoniades et al., 2022). Besides, to develop the citizens' interest in participating in the democratic process, various personality factors, attitudes, and behaviors of the politicians play a significant role (Bertsou, 2019). Important factors, including the political communication, efficacy, and ideology of the politicians, have been considered in the current study. Previously, research reported that the productive work of politicians while governing the country brings more satisfaction to citizens (Leemann & Stadelmann-Steffen, 2022). These arguments can further be elucidated with the help of the resource-based view theory that politicians having good communication skills, unique ideology, and efficacy to serve the public presents their high-performance level that can further enhance their level of trust in the governments. Hence, the following hypothesis is posited:

H2a: There is a positive association of political communication with citizens' political satisfaction.

H2b: There is a positive association of political efficacy with citizens' political satisfaction.

H2c: There is a positive association of political ideology with citizens' political satisfaction.

Citizens' Satisfaction and Citizens' Trust

Citizens' participation or public involvement in government matters or political movements largely depends on how satisfied they are with the country's political system (Lebrument et al., 2021). Their reliance on political leaders is also crucial for their participation

in political matters (Vigoda-Gadot, 2007). Researchers have reported a significant relationship between satisfaction and trust in organizational contexts (Miao et al., 2021; Wilson et al., 2021). For instance, Wilson et al. (2021) asserted that when people are more satisfied with the administrative services, they trust organizations more. Simultaneously in the political context, several scholars have reported a significant association between citizens' satisfaction and trust in the government (Christensen et al., 2020; Vigoda-Gadot, 2007). Extending the existing body of literature on the resource-based view theory, the current study proposes that when citizens are satisfied with politicians based on their communication, efficacy, and ideology, they will develop a higher level of trust. Hence, the following hypothesis was posited:

H3: There is a positive association between citizens' political satisfaction and their political trust.

Citizens' Trust as a Mediator

In addition to the direct hypothesis, the current study also posited that politicians' communication, efficacy, and ideology indirectly influenced the citizens' political trust via an underlying mechanism of political satisfaction. Previously researchers have reported the direct association of politicians' advocacy with their trust (Warren, 2018). Simultaneously, politicians' ideologies have been linked with the citizens' political trust in such politicians who hold public-centered ideologies and prioritize the issues of the public over their own interests (Pechar et al., 2018). Likewise, citizens perceive politicians who are active and can resolve the issues of the public at large forums with strong personalities are more trustworthy (McDonnell, 2020). On the other side, political satisfaction reflects citizens' beliefs that the politicians they follow and want to elect for the legislative places can communicate with them transparently and reflect their responsiveness while performing their duties (Lebrument et al., 2021). The literature also shows that satisfaction is the key to developing and enhancing trust among individuals towards other individuals, groups, and/or organizations (Pryce & Gainey, 2022). Considering this literature evidence, it is believed that when citizens perceive that politicians are communicating with them fairly and are capable of resolving their issues and addressing their needs with ideologies in line with the public's best interest, they will feel more satisfied with such politicians. This level of satisfaction will turn into strengthening their trust on such politicians. Thus, based on these arguments the following hypothesis was posited:

H4a: Citizens' political satisfaction mediates the association of political communication with their political trust.

H4b: Citizens' political satisfaction mediates the association of political efficacy with their political trust.

H4c: Citizens' political satisfaction mediates the association of political ideology with their political trust.

Gender (Men and Women Politicians) as Moderator

In society, all the individuals and groups do not respond in the same manner in demonstrating their trust in and satisfaction with politicians. Several persuasive arguments can be found regarding how women's descriptive representation in politics can bring political satisfaction to the public (Barnes & Beaulieu, 2019). Research shows that women politicians show more responsiveness than men and hence have a stronger political influence than men (Schneider & Bos, 2019). Similarly, Hargrave and Langengen (2021) stated that women are more sensitive and can deeply feel about the various issues of the public and try to resolve them

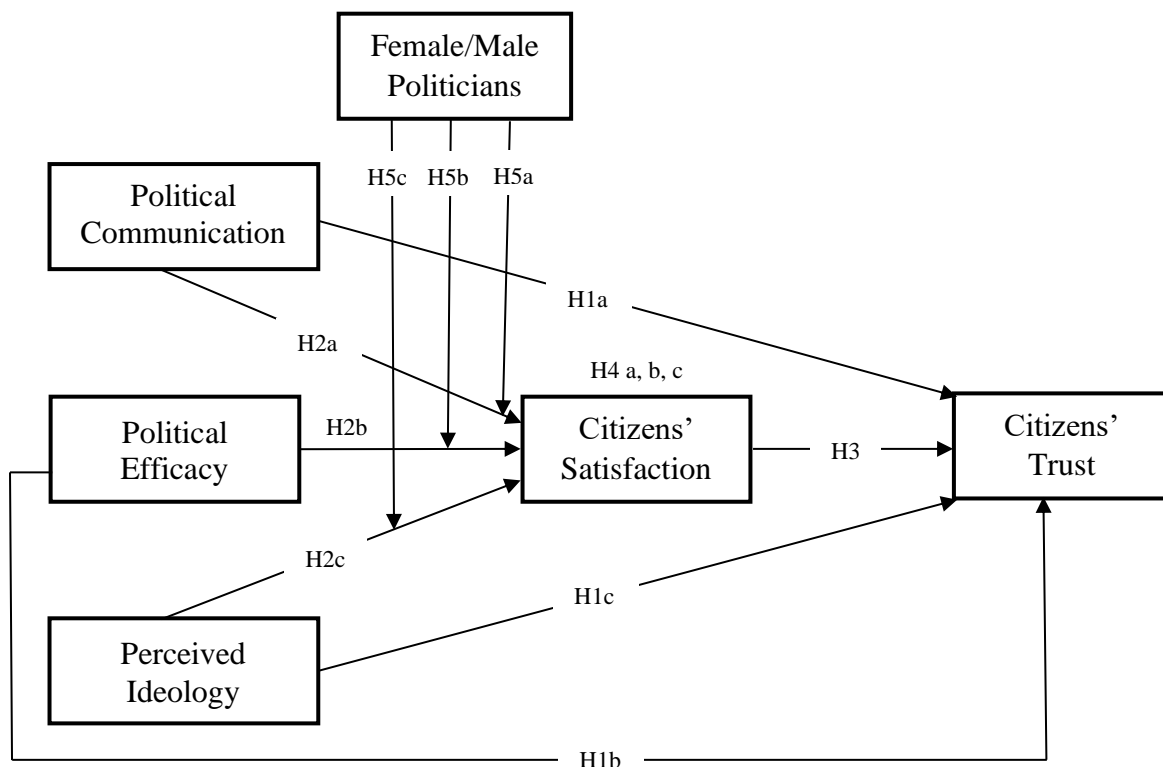
at their best possible level. Therefore, it is important to investigate the differential impact of women’s descriptive representation (Hargrave & Langengen, 2021; Schneider & Bos, 2019), which the current study has considered in terms of political communication, efficacy, and ideology on citizens’ political trust. Several incidences reflect the women’s communication power in convincing the audience in different domains. In addition, several powerful women in politics are considered highly influential personalities in the political world, with many followers who like their ideologies (Mukarom, 2022). This further shows that women differentially impact the public to satisfy their needs. Hence, considering this differential impact of gender in developing political satisfaction among the citizens, the following hypothesis was posited:

H5a: Politicians' gender moderates the association of political communication with citizens' political satisfaction.

H5b: Politicians' gender moderates the association of political efficacy with citizens' political satisfaction.

H5c: Politicians' gender moderates the association of political ideology with citizens' political satisfaction.

Figure 1
The Theoretical Framework of the Study



Research Methodology

Research Design

The study adopted a quantitative field survey approach with a cross-sectional random sampling methodology to collect the data from the citizens of North Sumatra Province, Indonesia. Moreover, the cross-sectional design is applied in the current study because it is used for population-based surveys and uses data to make statistical inferences about the

population of interest or to compare subgroups within a population (Henseler et al., 2015). Additionally, the main strength of cross-sectional studies is that they are relatively quick and inexpensive, are the best way to determine the prevalence, and can study the associations between multiple exposures and outcomes (Hair et al., 2019), which best fits in the context of the current study.

Participants and Settings

The researchers approached the local administrative units of the province based on different communities to contact citizens directly following the guidelines of Amoah and Addoah (2021). The authors asked citizens about their political preferences and willingness to participate in the survey. The authors briefed the respondents regarding the anonymity of their responses and the purpose of this study.

Data Collection Procedures

The self-administered survey was conducted in English; hence, the authors ensured that the participants could understand the language. Moreover, Indonesian educational institutions commonly teach and encourage the English language; hence, most participants were able to understand the survey. Besides, the authors screened participants to ensure respondents understood the survey items and reported actual responses based on their political awareness and interest. The data collection process started in December 2021 and ended in May 2022. Researchers collected 639 responses. Responses were screened, and it was found that 49 responses either had missing values or revealed unengaged patterns; hence, they were not included in the further analysis. Thus, 590 responses were included in the regression analysis part.

Survey Instrument

The survey had six sections. One section collected demographic questions. The scale for political communication with seven items was adapted from Parry et al. (2022). The political efficacy of the politicians was measured with two items adapted from Ariely (2013), explaining the politicians' ability and effectiveness to communicate with the citizens and resolve their issues contract basis. The perceived ideology of politicians was measured with two items ranging from "very liberal to the very conservative" and "extremely left-wing to extremely right-wing," adapted from Dan and Arendt (2021). Simultaneously, a five-item scale was adapted from Grimmelikhuijsen (2012) to measure trust in politicians. The effective performances of the politicians and their commitment to citizens were assessed in this case. Finally, political satisfaction was measured with two items adapted from Ariely (2013), presenting how well politicians work in a country nowadays to satisfy the citizens. All the responses were assessed on a 5-point Likert scale. See Table 1.

Data Analysis and Results

Respondents' Characteristics

Of the 590 responses, 43.7% were female, and 56.3% were male. The participants' ages range from 18 to 63 years, with an average of 39 years. Most participants were graduates (57.6%), 13% were undergraduates, and 29.4% were postgraduates. Moreover, 21% of participants were

students, 37.8% were employees, 31.9% were self-employed, and 9.3% reported the other category.

Table 1
Statements

Scale	Statement	Source
Political Communication	Politicians should communicate what has already been done	Parry et al. (2022)
	Politicians must know how to use skills	
	I know my societal role is based on continuous communication with government representatives	
	The priorities of the response are not communicated to us	
	We are continuously told about our responsibilities	
	There should not be many communication barriers between the public and politicians	
	The deployment period reflects the effectiveness of elected officials	
Political Efficacy	I feel the politician I follow has a pretty good understanding of the important political issues facing (country)	Ariely (2013)
	I think the politician I follow are better informed about politics and government.	
Perceived Ideology	The politicians I follow have unique ideologies	Dan and Arendt (2021)
Political Satisfaction	The politicians I follow are distinct in their thoughts	Ariely (2013)
	How well do the politicians you follow work in (country) today?	
Political Trust	How much are you satisfied with your elected politicians' work in (country)?	Grimmelikhuijsen (2012)
	The politicians I follow are acting in the interest of the public.	
	The politicians I follow are capable.	
	The politicians I follow carry out their duties effectively.	
	The politicians I follow in government are sincere.	
	The politicians I follow are honest.	

Measurement Model

The data were analyzed using SmartPLS v. 4 software. Structural Equation Modelling (SEM) was used in a two-stage analysis process, that is, the measurement and structural models. First, stimulation analysis was performed to examine the impact of the demographic characteristics of participants on their political trust. Results revealed that participants' age and education significantly impacted the dependent variable. Therefore, these two demographic characteristics were controlled during the further analysis, as shown in Figure 2.

In the second step, to conduct the confirmatory factor analysis via measurement model, we assess the reliability and validity of the study constructs. For that purpose, "Cronbach's α (CA)" and "Composite Reliability (CR)" were calculated (Henseler et al., 2015; Noor et al., 2021). Results revealed that CA and CR were under the suggested range of > 0.70 by the scholars establishing the convergent validity of the study variables. Additionally, factor loadings of all the items were in the range (>0.70), and the "Average Variance Extracted (AVE)" of all the latent constructs was above 0.50, hence, establishing the "convergent validity" of the study constructs. See Table 2.

Table 2
Factor Loadings, Reliability, and Validity

Constructs/indicators	Factor Loadings					AVE	CR	CA
	1	2	3	4	5			
Political Communication						0.541	0.892	0.812
PC1	0.738							
PC2	0.752							
PC3	0.724							
PC4	0.734							
PC5	0.749							
PC6	0.735							
PC7	0.715							
Political Efficacy						0.642	0.782	0.790
PE1		0.796						
PE2		0.807						
Perceived Ideology						0.606	0.754	0.768
PI1			0.822					
PI2			0.732					
Citizens' Satisfaction						0.552	0.712	0.736
CS1				0.722				
CS2				0.764				
Citizens' Trust						0.590	0.878	0.829
CT1					0.761			
CT2					0.793			
CT3					0.797			
CT4					0.726			
CT5					0.763			

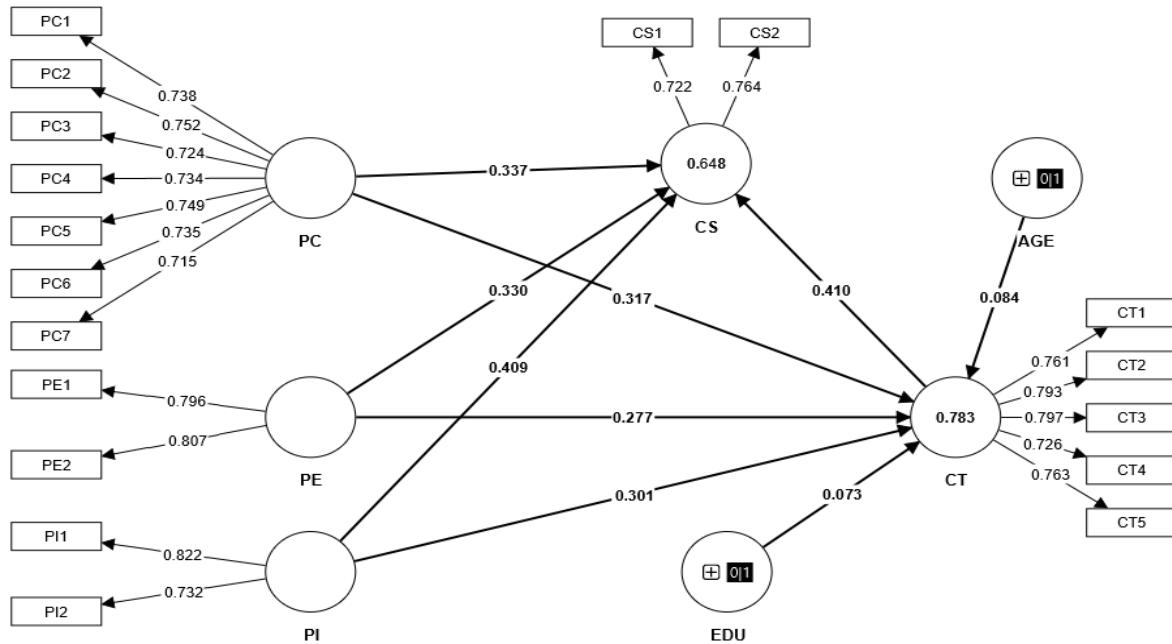
Note. CR = composite reliability; AVE = average variance extracted.

In addition to assessing convergent validity and composite reliability, the discriminant validity of study constructs was examined based on the Heterotrait-Monotrait (HTMT) ratio (Henseler et al., 2015; Mansoor et al., 2022). Results showed that all the HTMT ratio values are less than 0.9. See Table 3.

Table 3
Heterotrait-Monotrait Ratio

Constructs	Mean	STD.	1	2	3	4	5
Political Communication	4.02	0.96	0.735				
Political Efficacy	3.87	1.12	0.513	0.801			
Perceived Ideology	3.94	1.03	0.597	0.580	0.778		
Citizens' Satisfaction	4.00	0.99	0.498	0.600	0.522	0.742	
Citizens' Trust	4.10	0.91	0.608	0.584	0.643	0.614	0.768

Figure 2
Full Measurement Model



Structural Model Assessment

Hypotheses Testing

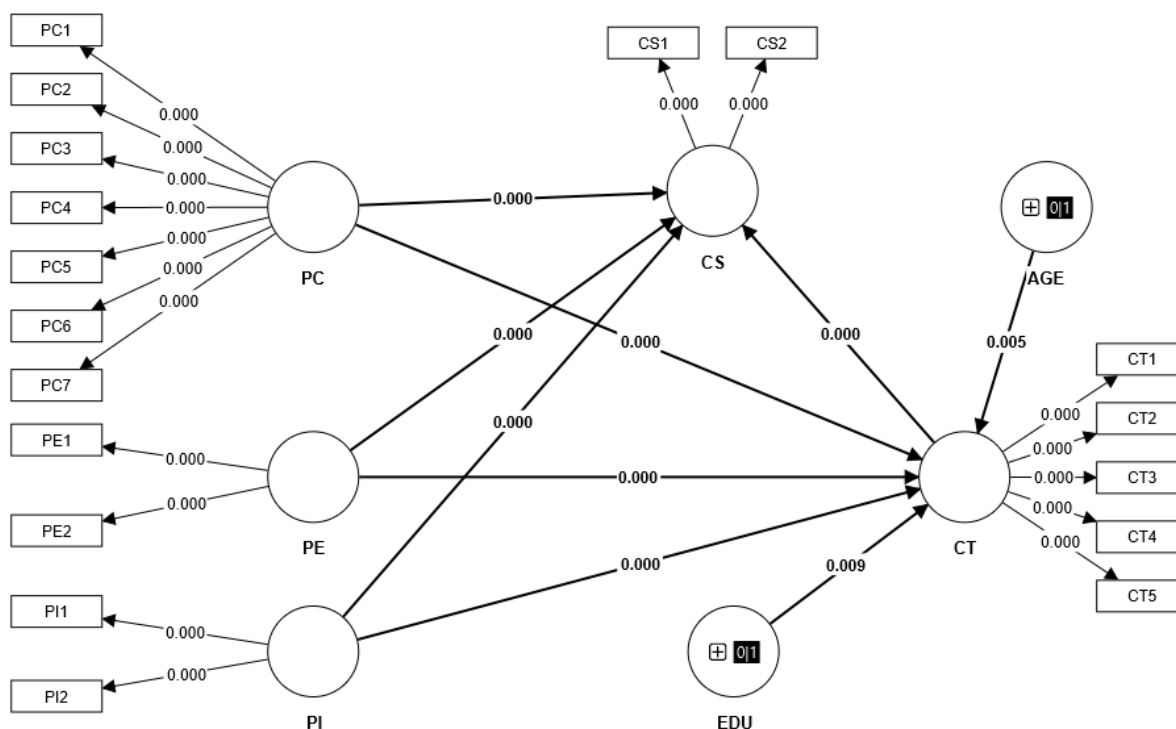
The results found the positive and significant impact of the political communication ($\beta = .317^{***}, t = 7.008$), political efficacy ($\beta = .277^{***}, t = 5.991$), and political ideology ($\beta = .301^{***}, t = 6.780$) on citizens’ political trust. Simultaneously, political communication ($\beta = .337^{***}, t = 7.431$), political efficacy ($\beta = .330^{***}, t = 7.212$), and political ideology ($\beta = .409^{***}, t = 8.720$) was also found to be positively related with the citizens’ political satisfaction. Likewise, results showed that citizens' political satisfaction ($\beta = .410^{**}, t = 8.839$) positively impacted their political trust. Hence, the results support the direct hypotheses H1a, b, c; H1a, b, c; and H3. In addition, the results also revealed that citizens’ political satisfaction was as an underlying mechanism to transmit the impact of political communication ($\beta = .302^{***}, t = 6.802$), political efficacy ($\beta = .270^{**}, t = 5.773$), and political ideology ($\beta = .212^{**}, t = 4.219$) on their political trust. These results support hypotheses H4 a, b, and c, as shown in Figure 3 and Table 4.

Table 4
Hypotheses Testing Results

Hypotheses	Std. Beta	t-Value	p-values	Supported
H _{1a} PC → CT	0.317	7.008	0.000	yes
H _{1b} PE → CT	0.277	5.991	0.001	yes
H _{1c} PI → CT	0.301	6.780	0.003	yes
H _{2a} PC → CS	0.337	7.431	0.000	yes
H _{2b} PE → CS	0.330	7.212	0.000	yes
H _{2c} PI → CS	0.409	8.720	0.000	yes
H ₃ CS → CT	0.410	8.839	0.000	yes
H _{4a} PC → CS → CT	0.302	6.802	0.000	yes
H _{4b} PE → CS → CT	0.270	5.773	0.001	yes
H _{4c} PI → CS → CT	0.212	4.219	0.005	yes

Note. PC = political communication; PE = political efficacy; PI = perceived ideology; CT = citizen’s trust; CS = citizen’s satisfaction.

Figure 3
Full Structural Model



Predictive Power of the Model

The coefficient of determination (R^2) was used to assess the influence of independent and mediatory variables' impact on the dependent variable (Hair et al., 2017; Mansoor et al., 2021). We found 64.8% and 78.3% variance in citizens' political satisfaction and political trust simultaneously based on the influence of political communication, political efficacy, and political ideology. This variance reflects a good model fit for the study. In addition, the value of cross-validation redundancy (Q^2) work was calculated to assess the predictive relevance of the model, which researchers reported to be more than zero for good results. These findings revealed that Q^2 values of all the endogenous variables were above zero.

Multigroup Analysis (MGA)

In the last stage, to assess the predictive differences between men and women politicians' communication, efficacy, and ideology to enhance the citizens' political satisfaction, the moderating rule of gender was analyzed. A Multigroup Analysis (MGA) was conducted. Certain conditions of MGA need to be satisfied to approve the contingent impact of gender (Memon et al., 2021). The Measurement Invariance Technique (MICOM) was applied to ensure that the differences between the characteristics of the men and women politicians were because of their survey content and the groups' categories (Hair et al., 2019). For this purpose, a three-step process was performed. In Step 1, configuration invariance was measured, which reflects the derivation of each group based on the same instrument and distinct value. For example, for the current study, the contingent role of politicians' gender was categorized as 1= *man* and 2 = *women*. In Step 2, the compositional invariance was assessed. Compositional invariance reflects the equal distribution of the composite means and variance across the groups (Hair et al., 2019; Memon et al., 2021). Finally, in Step 3, equal means and equal variance across the

groups were presented. Once Step 1 and Step 2 produce the desirable results, the requirements of Step 3 are met. Hence, the MGA analysis can proceed.

Tables 5 and 6 present the findings of the MICOM analysis. Following the guidelines provided by Henseler et al. (2015), a bootstrap-based MGA was adopted for the comparison of the groups in the SmartPLS v. 4. Researchers reported that PLS-MGA result at the 5% probability level (p-Value < 0.05 or >0.95) should be considered significant for the difference in group-specific path coefficients. These findings of the MGA help the researchers extract the moderation analysis results where hypotheses H5a and b of the study were supported. However, the results did not support hypothesis 5c.

Table 5
Measurement Invariance of Composite Model (Step II)

	Original	Permutation	5.00%	p-Value
Constructs	On gender			
PC	0.994	0.990	0.986	0.478
PE	0.991	0.989	0.980	0.402
PI	0.994	0.996	0.992	0.105
CS	0.997	0.995	0.988	0.226

Table 6
Measurement Invariance of Composite Model (MICOM) (Step II)

	Mean Difference (Women-Men)					Variance Difference (Women-Men)				
	Original	Perm	LL	UL	p-Values	Original	Perm	LL	UL	p-Values
PC	0.005	0.002	-0.156	0.265	0.189	-0.093	0.002	-0.190	0.201	0.564
PE	-0.016	0.003	-0.123	0.231	0.234	0.039	-0.001	-0.178	0.189	0.765
PI	0.191	0.007	-0.134	0.149	0.111	0.124	-0.011	-0.209	0.240	0.167
CS	0.113	0.001	-0.178	0.154	0.145	0.088	-0.006	-0.185	0.226	0.137

Note. Step 3 results concluded that not all the composite mean values and variances were equal; only partial measurement invariance was supported.

Finding the moderation analysis results that the contingent impact of gender had a significant p-value (p< 0.05) for the association of political communication and efficacy with citizens’ political satisfaction. In contrast, gender was in the relationship of political ideology with citizens’ political satisfaction, as shown in Table 7. Therefore, the results supported hypotheses H5a and H5b. However, hypothesis H5c was not supported by the study findings. This result could be related to the fact that citizens value public-centered ideologies regardless of the gender of the politicians.

Table 7
Moderation Path Co-efficient

Hypothesized Links	PLS MGA Path-coefficient				Bootstrapping Path-coefficient		
	(Women- Men)		(Women vs. Men)		Original		
	Path-coefficients diff.	p-Value original	p-Value new	Support	Female	Male	
H5a GEN*PC→CS	0.245	0.000	0.000	Yes	0.602	0.357	
H5b GEN*PE→CS	0.223	0.005	0.001	Yes	0.456	0.233	
H5c GEN*PI→CS	0.034	0.002	0.865	No	0.324	0.323	

Discussion

Considering the significant influence of politics on citizens' lives and their important participation in political matters (Kayran & Erdilmen, 2021; Vigoda-Gadot, 2007), the current study has investigated the impact of politicians' communication, efficacy, and ideology on citizens' political trust and satisfaction. Moreover, the interactive impact of gender (male and female politicians) with political communication, efficacy, and ideology on political trust and political satisfaction among the citizens of a developing nation has been empirically assessed. Additionally, the current study has been conducted in a developing nation context considering the resource-based view theory regarding politicians' quality performance based on citizens' perceptions of politicians' effective communication, capabilities, and public-centered ideologies.

The results revealed the significant influence of political communication in developing and enhancing political trust and satisfaction among the citizens. This shows that if politicians are sincere with the public and communicate the same sincerity through continuous communication, they are perceived to be more trustworthy. These results can be related to the previous studies, highlighting the significance of communication in bridging the gap between government officials and citizens (Dan & Arendt, 2021; Mukarom, 2022). Several studies postulated the important role of e-governance practices in terms of timely communication via digital media to the masses in developing trust among the public (Hartanto et al., 2021a; Khanra & Joseph, 2019; Mansoor, 2021). Whereas the current study has explicitly considered the politicians' communication on various platforms to communicate their point of view and efforts to the public to show them that they are working in the public's best interest, resulting in a higher level of political satisfaction and political trust among the citizens.

The results also revealed the significant impact of political efficacy and ideology on citizens' political trust and satisfaction. When citizens believe that the political leaders they follow can resolve their issues and address their latent needs, they are worthy of trust. Also, they feel satisfied with such politicians. Likewise, citizens' perception of political leaders' unique ideologies in the public's best interest makes them satisfied with such politicians, further enhancing their trust level. These results can be related to the previous studies, which asserted the significance of the descriptive representation of politicians to develop a higher level of trust among the citizens (Ulbig, 2007). Previously, researchers had also signified the need for practical implications of politicians' promises to gain the public's trust (Ceron, 2017; Holum, 2022). Similar findings can be implemented in a developing nation context where citizens face many problems based on poor economies, survival issues, terrorism threats, and other natural hazards. Hence, when they feel that their elected people in legislative positions are trustworthy and will work in the public's best interest, they will feel more satisfied with such politicians, and an environment of trust in the country will develop, resulting in the prosperity of the country.

Finally, adding to the existing body of literature and the theory, the current study has uniquely assessed the contingent impact of gender's (men and women politicians) differential impact based on their communication, efficacy, and ideology on citizens' political satisfaction. The results revealed that women politicians' communication influences Indonesia's citizens' political satisfaction. These results can further be related to the previous research, which asserted the significant, influential nature of women politicians' communication in engaging citizens in political matters (Hargrave & Langengen, 2021; Mukarom, 2022). It also encourages citizens to vote and participate in a country's economic development.

The contingent impact of gender on the influence of political efficacy also revealed the differential impacts for male and female politicians. Similar to the impact of political communication, political efficacy was found to be more influential in the context of women

politicians than men. When citizens perceive that woman has more capacity to work for the public and bring economic prosperity to the country. In contrast, no significant differential impact of political ideology on citizens' political satisfaction was found. Thus, citizens believe in politicians with unique ideologies regardless of gender. Future researchers can further utilize these findings to extract valuable outcomes in different developed and developing nations, which can further encourage women's participation in politics in the best interest of the whole nation.

Implications

The current study is unique in several aspects and brings valuable theoretical and practical implications for academicians, policymakers, government entities, and practitioners. First, the current study has uniquely assessed the influence of political communication, political efficacy, and political ideology of politicians in developing and enhancing the level of political satisfaction and trust among the citizens. Previously researchers have reported the significance of politicians' descriptive representation in spreading awareness and serving the public agendas in developing political trust among the public (Liedong et al., 2015; Pechar et al., 2018; Warren, 2018). In contrast, the current study has not only considered the direct impact of various factors in developing and enhancing political trust among the public but also examined the underlying mechanism of political satisfaction in transmitting the role of various personality and behavioral factors of the politicians into political trust among the citizens.

Second, the current study has not only assessed the overall impact of all these independent factors on citizens' political satisfaction and trust but also empirically tested the differential contingent impact of gender (men and women politicians) based on their communication, efficacy, and ideology to enhance political satisfaction level among the citizens, which adds to the existing body of literature on the theory. Moreover, based on the results, women politicians are more effective in communication to persuade citizens to participate in political matters. This communication effectiveness of women politicians can eventually attract more citizens to vote and elect the most eligible persons as government representatives. Thus, when citizens believe in the unique personalities of politicians based on their strengths and turn their promises into realities, they feel more satisfied with such representatives and raise their voices for them. It is also good to enhance the voting turnover to elect the most promising candidates. This merit system can further change the economic condition of a country based on the fair decisions taken at the government levels. It is also evident from the literature that politicians with stronger communication skills and unique ideologies, and abilities to implement their ideas can benefit a nation's prosperity and economic development (Brady et al., 2019; Dan & Arendt, 2021; Jandevi, 2019; McDonnell, 2020). Moreover, based on the previous experiences of women politicians at higher legislative places to resolve the citizens' issues at higher forums, their participation must be encouraged, especially in developing nations, to bring positive changes and economic development.

Limitations and Future Research Directions

The current study is a valuable addition to the political science literature with numerous strengths. However, there are still a few limitations that can bring valuable policy insights if addressed by future researchers. First, contextually, the current study has been conducted in a developing nation where citizens' response to all the political parties and current government representatives has been considered on a combined basis. In contrast, in the future, the leading political individuals/parties/groups in Indonesia can be identified and considered to record the citizens' responses regarding them to differentially examine their impact on citizens'

satisfaction and trust level. Second, the current study has considered the influence of various individual factors linked with politicians on citizens' political trust and satisfaction.

In contrast, separate studies can be conducted for male and female politicians to extract the effectiveness of the factors linked with their personalities in terms of political trust and satisfaction. Finally, the current study relies on a cross-sectional research methodology, where data regarding all the variables was collected at one time and analyzed for extracting results. In contrast, based on the variable nature of trust and satisfaction, future researchers can conduct time-lagged or longitudinal studies to measure the independent and dependent variables at different times to extract more generalized results.

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