

The Influence of Product Quality, Service Quality, Price, Brand, and Promotion on Consumer Satisfaction of Wardah Cosmetics at Jelita Rembang Store

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ABSTRACT

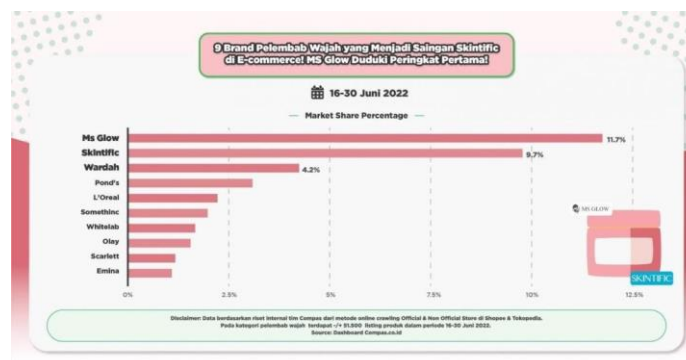
This research aims to describe and analyze the influence of product quality, service quality, price, brand and promotion on Consumer satisfaction with Wardah cosmetics at the beautiful Rembang shop.

The sampling technique in this research used the nonprobability sampling technique with the accidental sampling method. The data analysis technique used in this research is Ordinal Logistic Regression Analysis with data processing using SPSS version 25. The results of this research analysis show that the Product Quality variable has a positive and significant effect on Consumer Satisfaction with a value of 9,982 with a significant value of $0.002 < (0.05)$. Service Quality has a positive and significant effect on Consumer Satisfaction with a value of 4,689 with a significant value of $0.030 < (0.05)$. Price has a positive and significant effect on Consumer Satisfaction with a value of 5,073 with a significant value of $0.024 < (0.05)$. Brand has a positive and significant effect on Consumer Satisfaction with a value of 5,812 with a significant value of $0.016 < (0.05)$. Promotion has a positive and significant effect on Consumer Satisfaction with a value of 3,873 with a significant value of $0.049 < (0.05)$. Simultaneously Product Quality, Service Quality, Price, Brand and Promotion have a positive and significant effect on Consumer Satisfaction of Wardah cosmetics in Rembang.

Keywords: Product Quality, Service Quality, Price, Brand, Promotion of Consumer Satisfaction.

INTRODUCTION

Business today experiences development and changes that continue to increase every year. One of the businesses that are in demand now is beauty products. Skincare is a series of beauty for skin with certain ingredients. Many manufacturers are innovating to create skincare products. In creating products they do not create skincare products for women only. But they create products for men as well. One of the skincare products for women and men is Wardah skincare. Currently there are several brands of care products that are in demand by the public shown in the table below:



Sumber: <https://compas.co.id/article/brand-skincare-lokal-terlaris/>

Figure 1. Best Selling Face Care Brand in E-Commerce

Based on the image of 1 Top 10 best-selling facial care brands in E-commerce Indonesia. Wardah's products are ranked Third with the most sales in E-commerce. Sales reached 4.2% in 2022. People who choose to use Wardah's products definitely expect to get satisfactory results. Customer satisfaction is a condition shown by customers when they realize that their needs and desires have been met properly (Tjiptono, 2012).

There are several factors that affect consumer satisfaction, which are as follows: Quality products will attract consumers to use and will buy these goods. Product quality is closely related to the ability of the product to perform its functions, including overall product, reliability, precision, ease of operation and repair, and other valuable attributes (Kotler & Amstrong, 2004). Another factor is that service quality is a form of consumer assessment of the level of service received (perceived service) with the level of service expected (expected service). Service quality is an effort to meet the needs and desires of consumers and the accuracy of delivery in keeping pace with consumer expectations (Tjiptono, 2011). In addition to service quality, price is also another factor that affects customer satisfaction. Price can be said to be the sum of all values provided by customers to benefit from the owner or use a product or service (Kotler, 2016). The next factor of the brand, Brand is a symbol of a product (Sangadji & Sopiah, 2013). A brand is a mark that can give identity to a good or service (Alma, 2011).

Promotion is a communication activity to influence someone to be interested in buying the products offered (Swastha & Handoko, 2012). Promotion is the provision of explanations to convince someone, get attention and educate to want to buy the product or service offered (Alma, 2011). The better the promotion, the better the satisfaction felt by consumers.

Previous research conducted by (Devi, 2021) stated that promotion has a positive and significant effect on purchasing decisions. It can be said that promotion is influential in consumers deciding to buy a product. Meanwhile, according to (Hendri, 2021) stated that promotional variables do not have a significant effect on purchasing decisions. This means that the promotion carried out has no influence on consumers in deciding to buy products.

LITERATURE REVIEW

The effect of product quality on consumer satisfaction

Product quality is the ability of a product to demonstrate its function, it includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes (Kotler Armstrong, 2009). According to (Assauri, 2015) product quality is a statement of the level of ability of a particular brand or product in carrying out the expected function and as a material to meet basic human needs. Product quality becomes very important in consumer satisfaction. Because when buying a product, consumers see a good product and high quality. In research (Reri & Nurul, 2021). about the impact of product quality on cosmetic and skincare consumer satisfaction at Alfabelenskin center Banyuwangi.

H1: Product quality has a positive and significant effect on customer satisfaction wardah store Rembang.

The effect of service quality on customer satisfaction

Service quality must start from customer needs and end at customer perception. This means that good quality is not based on the perception of service provision, but based on customer perception (Kotler & Wisnamalwati, 2005). According to (Tjiptono, 2013): "Service quality or service quality defines as dynamic conditions related to products, services, human resources, processes and environments that meet or exceed expectations. Quality of service is very important in customer satisfaction. Because if the quality of service is met and good, customers will feel satisfied and happy. In research (Aslinda, 2021) about service quality to customer satisfaction as an intervening variable in beautiful homes dita skincare Kec. Sangkapura Bawean Gresik.

H2: Service quality has a positive and significant effect on customer satisfaction wardah store Rembang.

The effect of price on consumer satisfaction

Price as the amount of money needed to obtain a certain number of goods and services or a combination of the two (Gitosudarmo, 2000). According to (Kotler & Asmstrong, 2008), defining price is the amount of money distributed for a product or service, or the amount of value spent by customers to benefit from owning or using a product over a product. Price is very important in consumer satisfaction, because price can maintain and improve the company's position in the market. In research (Ratih, 2018) on the effect of price on customer satisfaction of laboratory supporting instruments of PT. Laborindo Sarana Jakarta

H3: Price has a positive and significant effect on customer satisfaction wardah store Rembang.

Brand influence on consumer satisfaction

Brand is the interpretation of an item carried out by consumers based on their experience, so it is concluded that the brand is an expectation that can provide satisfaction and fulfillment of expectations for a product so as to cause loyalty to the item

(Dewi, 2018). Brand is very important to consumer satisfaction, because consumer trust or confidence lies in how famous the product is. In a study (Ashifa, 2022) on the influence of brands on customer satisfaction Ms. Glow at the age of 18-25 years in Magelang city.

H4: Brand has a positive and significant effect on customer satisfaction wardah store Rembang.

The effect of promotion on consumer satisfaction

Promotion is a good combination of strategies from several variables such as advertising that has been planned from the beginning with the aim of achieving sales program objectives (Kotler & Amstrong, 2013). There are several indicators of promotion, including promotional messages, promotional media, and promotional time. (Swastha & Handoko, 2012) states that promotion is a communication activity to influence someone to be interested in buying the products offered. Promotions are very important for consumer satisfaction, because promotions can attract customers to buy the product. In research (Hesti, 2022) on the influence of promotion on skincare purchasing decisions at Ms Glow beauty store Klaten.

H5: Promotion has a positive and significant effect on customer satisfaction wardah store Rembang.

The influence of product quality, service quality, price, brand, and promotion together affects consumer satisfaction

Product quality is the ability of a product to demonstrate its function, it includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes (Kotler and Amstrong, 2009). According to (Gitosudarmo, 2000), which defines price as the amount of money needed to obtain a certain amount of goods and services or a combination of both. According to (Kotler & Armstrong, 2013), promotion is a good combination of strategies from several variables such as advertising that has been planned from the beginning with the aim of achieving sales program goals. In the research conducted by (Agus, 2021) together, the variables of product quality, service quality, price, brand, and promotion have a positive and significant effect on consumer satisfaction.

H6: Product Quality, Service Quality, Price, Brand and Promotion have a positive influence on customer satisfaction at Wardah store Rembang.

RESEARCH METHODS

Population and Sample

In determining the sample size of 64 in this study, using calculations with the Lemeshow formula, this is because the population number is unknown or infinite. The sampling technique in this study uses the Nonprobability Sampling technique, which is a sampling technique that does not provide equal opportunities or opportunities for every member of the population selected to be a member of the sample. The method used is accidental sampling, which is a method of 65 sampling by taking respondents who happen to be there or available somewhere according to the research context. hence the population used in this study were Wardah users.

Data Collection Methods

The methods in data collection used to obtain research data are:

1. Questionnaire is one way of collecting information or data by providing a list of questions given to respondents in writing with answers that have been provided.
2. Interview is a data collection technique carried out through direct questions (face-to-face) to carry out the data collection process.
3. Observation is the process of collecting data by direct observation.

Data Analysis Methods

This type of research uses Ordinal Logistic Regression Analysis with data processing using SPSS (Statistical Program For Social Science) Statistics 25.0.

RESULT

Validity Test

Table 2. Validity Test Results

| Variable | Question | r calculate | r table | Information |
|--------------------|------------|-------------|---------|-------------|
| Product Quality | Question 1 | 0,873 | 0,195 | Valid |
| | Question 2 | 0,788 | 0,195 | Valid |
| | Question 3 | 0,802 | 0,195 | Valid |
| | Question 4 | 0,787 | 0,195 | Valid |
| Quality of Service | Question 1 | 0,841 | 0,195 | Valid |
| | Question 2 | 0,812 | 0,195 | Valid |
| | Question 3 | 0,896 | 0,195 | Valid |
| | Question 4 | 0,781 | 0,195 | Valid |
| | Question 5 | 0,810 | 0,195 | Valid |
| Price | Question 1 | 0,866 | 0,195 | Valid |
| | Question 2 | 0,872 | 0,195 | Valid |
| | Question 3 | 0,804 | 0,195 | Valid |
| | Question 4 | 0,835 | 0,195 | Valid |
| Brand | Question 1 | 0,814 | 0,195 | Valid |
| | Question 2 | 0,875 | 0,195 | Valid |
| | Question 3 | 0,887 | 0,195 | Valid |
| Promotion | Question 1 | 0,902 | 0,195 | Valid |
| | Question 2 | 0,815 | 0,195 | Valid |
| | Question 1 | 0,856 | 0,195 | Valid |

Based on table 2, the results of the validity test can be explained that every question asked to respondents, namely on the variables Product Quality, Service Quality, Price, Brand, Promotion, and Consumer Satisfaction is said to be valid because the value of r is calculated $> r$ table. Therefore, questions from 6 variables are said to be valid.

Reliability Test

Table 3. Reliability Test Results

| Variable | Cronbach's Alpha | $><$ | Standard Reliability | Information |
|-----------------|------------------|------|----------------------|-------------|
| Product quality | 0,829 | $>$ | 0,60 | Reliable |
| Quality Service | 0,885 | $>$ | 0,60 | Reliable |
| Price | 0,866 | $>$ | 0,60 | Reliable |

| | | | | |
|-------------------|-------|---|------|----------|
| Brand | 0,821 | > | 0,60 | Reliable |
| Promotion | 0,891 | > | 0,60 | Reliable |
| Satisfaction user | 0,868 | > | 0,60 | Reliable |

Based on table 3 shows the results of Cronbach's Alpha, namely the variables Product quality with value (0.829), Service quality with value (0.885), Price with value (0.866), Brand with value (0.821), Promotion with value (0.891), Consumer satisfaction with value (0.868). So it can be concluded that each variable has a high reliability test rate, this can be seen from Cronbach's Alpha of all variables greater than 0.60.

Ordinal Logistic Regression Analysis

Table 4. Parameter Estimation of Ordinal Logistic Regression Models

| | | | | | | | 95% Confidence Interval | |
|-----------|----------|----------|------------|--------|----|------|-------------------------|-------------|
| | | Estimate | Std. Error | Forest | df | Say. | Lower Bound | Upper Bound |
| Threshold | [Y = 1] | 8.767 | 2.785 | 9.912 | 1 | .002 | 3.309 | 14.224 |
| | [Y = 2] | 11.101 | 2.640 | 17.681 | 1 | .000 | 5.927 | 16.276 |
| | [Y = 3] | 15.077 | 2.828 | 28.415 | 1 | .000 | 9.534 | 20.621 |
| | [Y = 4] | 16.336 | 2.925 | 31.196 | 1 | .000 | 10.604 | 22.069 |
| Location | TOTAL X1 | .337 | .107 | 9.982 | 1 | .002 | .128 | .546 |
| | TOTAL X2 | .162 | .075 | 4.689 | 1 | .030 | .015 | .308 |
| | TOTAL X3 | .211 | .094 | 5.073 | 1 | .024 | .027 | .395 |
| | TOTAL X4 | .282 | .117 | 5.812 | 1 | .016 | .053 | .512 |
| | TOTAL X5 | .189 | .096 | 3.873 | 1 | .049 | .001 | .378 |

Based on table 4.7 can be seen from the results of parameter estimation, constants in the estimation column and threshold rows Y=1 with a value of 8.767, Y=2 with a value of 11.101, Y=3 with a value of 15.077, Y=4 with a value of 16.336. Where the value of β is the value of each independent variable listed in the estimation column in the location row with values of 0.337, 0.162, 0.211, 0.282, 0.189 respectively. Then the above equation can be produced.

Table 5. Partial Test Results

| | | | | | | | 95% Confidence Interval | |
|-----------|---------|----------|------------|--------|----|------|-------------------------|-------------|
| | | Estimate | Std. Error | Forest | df | Say. | Lower Bound | Upper Bound |
| Threshold | [Y = 1] | 8.767 | 2.785 | 9.912 | 1 | .002 | 3.309 | 14.224 |
| | [Y = 2] | 11.101 | 2.640 | 17.681 | 1 | .000 | 5.927 | 16.276 |
| | [Y = 3] | 15.077 | 2.828 | 28.415 | 1 | .000 | 9.534 | 20.621 |
| | [Y = 4] | 16.336 | 2.925 | 31.196 | 1 | .000 | 10.604 | 22.069 |
| Location | TOTAL | .337 | .107 | 9.982 | 1 | .002 | .128 | .546 |

| | | | | | | | |
|-------|------|------|-------|---|------|------|------|
| X1 | | | | | | | |
| TOTAL | .162 | .075 | 4.689 | 1 | .030 | .015 | .308 |
| X2 | | | | | | | |
| TOTAL | .211 | .094 | 5.073 | 1 | .024 | .027 | .395 |
| X3 | | | | | | | |
| TOTAL | .282 | .117 | 5.812 | 1 | .016 | .053 | .512 |
| X4 | | | | | | | |
| TOTAL | .189 | .096 | 3.873 | 1 | .049 | .001 | .378 |
| X5 | | | | | | | |

The calculation of the G test shows that there is a decrease in the value of -2 log Likelihood from Intercept Only to the final which is 173,468 to 106,691 with a Chi-square value of 66,777 with a significant level of 0.000. If the value of p-value (0.000) < value α (0.05). That the decision obtained H6 is accepted. Thus the confidence level is 95%, the model with the independent variable is advantageous than the model without the dependent variable, which means that product quality, service quality, price, brand, and promotion simultaneously have a positive and significant effect on consumer satisfaction.

DISCUSSION

The Effect of Product Quality on Consumer Satisfaction

The results of the study of the effect of product quality on consumer satisfaction, found a Wald value on X1 of 9,982 (positive) with a significant value of $0.002 < \alpha$ value (0.05). So it can be seen that Product Quality has a positive and significant effect on Consumer Satisfaction. This means that H1 which reads "Product Quality has a positive and significant influence on Consumer Satisfaction of Wardah cosmetics" is accepted.

One thing that consumers pay the most attention to and expect from the product is the best quality. Product quality is one of the main factors determining consumer satisfaction. Consumers will be satisfied if after buying and using the product if it has good quality compared to competitors' products. The results of this study are supported by researcher Aslinda (2021) who stated that the results showed that product quality had a positive and significant effect on customer satisfaction of Dita Skincare products. This research is also supported by Reri Herawati Wulandari and Nurul Qomariah (2021), who stated that Product Quality has a significant effect on Consumer Satisfaction of Alfabelenskin Banyuwangi Center. In product quality will greatly affect consumer needs, because with product quality in accordance with consumer expectations, consumers will be satisfied with the product.

The Effect of Service Quality on Customer Satisfaction

The results of the study of the effect of service quality on customer satisfaction, found a Wald value on X2 of 4,689 (positive) with a significant value of $0.030 < \alpha$ value (0.05). So it can be seen that Service Quality has a positive and significant effect on Customer Satisfaction. This means that H2 which reads "Service Quality has a positive and significant influence on Wardah cosmetic Consumer Satisfaction" is accepted. Effective and efficient service is highly desired by consumers from a company because basically, every consumer wants their problems to be resolved quickly. The ability to provide services effectively and efficiently can shape the perception in the minds of consumers that the company has credibility and is responsible for the company's response to meet consumer needs and desires. Service quality is expected to refer to customer

expectations related to the service desired by customers so that the service provided is satisfactory. The results of this study are supported by researcher Kasinem (2020) who stated that the results of the study show that Service Quality has a positive and negative influence on Consumer Satisfaction.

The Effect of Price on Consumer Satisfaction

The results of the study of Price on consumer satisfaction, found a Wald value on X3 of 5,073 (positive) with a significant value of $0.024 < \alpha$ value (0.05). So it can be seen that Price has a positive and significant effect on Consumer Satisfaction. This means that the H3 which reads "Price has a positive and significant influence on Consumer Satisfaction of Wardah cosmetics" is accepted. Price is one of the most considered factors for consumers to buy a product, or in other words price is the value or amount that must be paid to be able to own and use a product. The results of this study are supported by researcher Brigitte Tobeng (2019) who states that price partially has a significant effect on consumer satisfaction. The results of this study are also supported by Ratih Andalusi (2018) who stated that Price has a positive and significant effect on customer satisfaction of PT. Laborindo Means. Price is very important in consumer satisfaction, because price can maintain and improve the company's position in the market.

Brand Influence on Consumer Satisfaction

The results of the Brand's research on consumer satisfaction, found a Wald value on X4 of 5,812 (positive) with a significant value of $0.016 < \alpha$ value (0.05). So it can be seen that the Brand has a positive and significant effect on Consumer Satisfaction. This means that the H4 which reads "Brand has a positive and significant influence on Consumer Satisfaction of Wardah cosmetics" is accepted. One of the factors that make consumers interested in products is the brand, where when the product has a strong product, the product will be more attached to the consumer's mind. The more consumers who know the product, the more enthusiasts there are. The results of this study are supported by research conducted by Agus Hariyanto (2021) which states that brands have a positive and significant influence on consumer satisfaction. The results of this study are also supported by Ashifa Maharani (2022), that there is a simultaneous influence between brand variables, on Ms Glow's customer satisfaction in Malang City. Brand is very important to consumer satisfaction, because consumer trust or confidence lies in how famous the product is.

The Effect of Promotion on Consumer Satisfaction

The results of the Promotion of consumer satisfaction, found a Wald value on X5 of 3,873 (positive) with a significant value of $0.049 < \alpha$ value (0.05). So it can be seen that Promotion has a positive and significant effect 88 on Consumer Satisfaction. This means that the H5 which reads "Promotion has a positive and significant influence on Consumer Satisfaction of Wardah cosmetics" is accepted.

Promotion has a very important impact as a medium or tool to inform and introduce the existence of a company's products aimed at recruiting new consumers or influencing consumers to buy back. The results of this study are supported by researcher Hesti Ameliani (2022) who states that promotion simultaneously has a positive and significant effect on purchasing decision variables. Promotions are very important for consumer satisfaction, because promotions can attract customers to buy the product.

CONCLUSION

1. Product Quality (X1) based on the results of the W test shows that partially the independent variable of product quality has a positive and significant effect on consumer satisfaction of wardah cosmetics in Rembang.
2. Service Quality (X2) based on the results of the W test shows that partially the independent variable of service quality has a positive and significant effect on consumer satisfaction of wardah cosmetics in Rembang.
3. Price (X3) based on the results of the W test shows that partially the independent variable of product quality has a positive and significant effect on consumer satisfaction of wardah cosmetics in Rembang.
4. Brand (X4) based on the results of the W test shows that partially the independent variable of product quality has a positive and significant effect on consumer satisfaction of wardah cosmetics in Rembang.
5. Promotion (X5) based on the results of the W test shows that partially the independent variable of product quality has a positive and significant effect on consumer satisfaction of wardah cosmetics in Rembang.
6. Based on the results of the G test, it can be concluded that simultaneously Product Quality, Service Quality, Price, Brand and Promotion have a 90 positive and significant effect on Consumer Satisfaction of wardah cosmetics in Rembang.

SUGGESTION

Wardah's cosmetic products in the Rembang beauty store should continue to promote their brand image to continuously attract the attention of consumers, this is done in order to increase sales and influence consumers to buy Wardah cosmetic products. For future researchers, it is better to conduct research beyond the variables that affect customer satisfaction used in this study, or add other independent variables that make consumer considerations in deciding satisfaction. Further researchers please be careful in choosing research samples, so that the level of accuracy of data results is more accurate. And it is expected to be objective in the interpretation of the results of data analysis, so that the more scientific the research investigation.

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