THE INFLUENCE OF PRODUCT QUALITY, PRICE, SALES PROMOTION ON CUSTOMER SATISFACTION IN SKINCARE PRODUCT

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Abstract:
This study aims to determine the effect of product quality, price, sales promotion on customer satisfaction on skincare products with a research time of 6 (six) months from March 2021 to August 2021. In obtaining data in this study, a survey method with Likert type was used. . In selecting respondents, purposive sampling was used, namely by considering several criteria, selected respondents who lived in the Greater Jakarta area and used skincare products for 3 (three) months. This questionnaire was tested on 200 respondents. Then the data is processed using simple linear regression analysis technique with IBM SPSS 22 software. The results of the simple linear regression equation show product quality to customer satisfaction Ỷ=13,373+0,350X, price on customer satisfaction Ỷ=13,450+0,330X and promotion on customer satisfaction Ỷ=13,058+0,352X. From the results of hypothesis testing, it is known that there is a positive and significant effect between product quality on customer satisfaction, a positive and significant effect between price on customer satisfaction and a positive and significant effect between promotions on customer satisfaction with skincare products.
Keywords: Product Quality, Price, Promotion, Customer Satisfaction.

Background

The development of society and high community activities, especially in urban areas at this time resulted in increasing air pollution. As we know air pollution is not good for health, one of which is if the skin on the human body is often exposed to pollution, the health of the skin will be disturbed (dr. Kevin Adrian, 2021).

The outermost organ that functions as protection in the body from foreign objects including air pollution is the skin. Skin can be damaged quickly due to exposure to too much pollution. Diseases that often arise when the skin is often exposed to air pollution, namely, the skin becomes dull, acne occurs, premature aging of the skin and so on (dr. Kevin Adrian, 2021).

Therefore, at this time it is important for us to take care of the skin to stay healthy in these conditions. One of them is by using skin care products such as face wash, serum, cream, sunscreen, face mask and so on. These skin care products are often referred to as skincare.

Skincare or what is commonly called a series of skin care is currently something that cannot be missed by most people and with the COVID-19 pandemic, skincare is one way to get rid of boredom.

Increasingly, awareness of the importance of taking care of the skin, especially the face, has begun to emerge, both for women and men. Not only keeping the skin healthy, routinely using skincare can also be a form of loving and appreciating yourself (Irsya Kireina, 2021).

Many people buy skincare products because the prices of skincare products are affordable and even cheap, this statement is reinforced by Hutasoit (2019) who wrote an article in the Medan Tribune which stated that in buying a product, especially skincare products, it must be ensured that the product is genuine or not. . It could be that skincare products that have cheap prices the ingredients used in making skincare products are not good for our skin which can cause damage to the skin. But if the skincare product has sales at an average price on skincare products, we can see whether the ingredients of the skincare match the skin we have.

In addition, there are also many people who buy skincare products due to promotions carried out on the sale of skincare products, such as giving discounts on the price of skincare products which causes a sense of wanting to buy these skincare products because the prices are cheap and have been explained by Hutasoit (2019) in an article. written in the Medan Tribune. In addition to discount prices, promotions can also be carried out by the closest relatives and beauty vlogers or influencers. This statement is reinforced by Pramita (2020) who wrote an article on tempo.co that many people are easily tempted to buy skincare products because of discounts and promotions carried out by beautyinfluencer on skincare products. Even though as a smart consumer, you still have to pay attention to detailed information about products, especially on skincare products so that you don't buy the wrong skincare products.

THEORETICAL FRAMEWORK

Product Quality

According to Kotler et al. (1999) "Product quality is the totality of features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs". implied.

Furthermore, according to Amanah (2010) product quality is the ability of a product to carry out certain functions, which consist of durability, reliability, resulting accuracy, ease of use and repair, and other valuable attributes of the product holistically.

Price

Price has an important role in the decision-making process, namely the role of price allocation is to make buyers decide how to obtain the highest expected utility or benefit based on their purchasing power (Pongoh, 2013).

Furthermore, according to Arli et al. (2017) the price has meaning for other aspects (non-monetary) and the amount (monetary unit) that contains a certain use value to get an item.

Promotion

According to Kurnia et al. (2017) which was adapted from Babin's 2011 statement that promotion is a function to notify the seller who is responsible for informing and inviting buyers to have a desire to buy. Meanwhile, according to Marpaung et al. (2021) which adapts from the statement of Ebert and Griffin in 2014 promotion is a technique to convey information about the product.

Furthermore, Unonongo et al. (2015) said "that promotions have a function as a form of action to be noticed by potential buyers, the promotions carried out also serve to grow the purchase intention

of prospective buyers with various attractive offers, as well as a form of action so that prospective buyers grow curiosity regarding the products offered ."

Customer Satisfaction

According to Hartatie & Haksama (2018) "consumer satisfaction is the level of consumer feelings after comparing what they receive with their expectations. If a customer is satisfied with the value provided by a product or service, it is very likely to be a customer for a long time."

According to Sofyan et al. (2013) customer satisfaction is a complete evaluation of the buyer as the chosen alternative can give the same result or exceed the buyer's expectations.

Effect of Product Quality and Customer Satisfaction
Previous research conducted by Razak (2019) tested "product quality on customer satisfaction. This study reveals that product quality has a positive effect on customer satisfaction. Furthermore, Aryamti & Suyanto (2019) which tested product quality, service quality and brand image on customer satisfaction. This research reveals that product quality has a positive effect on customer satisfaction.

Effect of Price and Customer Satisfaction
Previous research by Aryamti & Suyanto (2019) examined price, product quality and promotion on customer satisfaction. Research reveals that price has a positive effect on customer satisfaction. In addition, previous research by Rachmawati (2020) tested product quality and price on customer satisfaction and customer loyalty. Research reveals that price has a significant and positive effect on customer satisfaction.

Effect of Promotion and Customer Satisfaction
Previous research conducted by Marpaung et al. (2020) tested price, promotion and brand on customer satisfaction. Research reveals that promotion has a significant and positive effect on customer satisfaction. In addition, previous research by Aryamti & Suyanto (2019) tested price, product quality and promotion on customer satisfaction. Research reveals that promotion has a positive effect on customer satisfaction.

Research Hypothesis
H1: Product quality has a positive and significant effect on customer satisfaction
H2: Price has a positive and significant effect on customer satisfaction
H3: Promotion has a positive and significant effect on customer satisfaction

METHOD
This research method uses a survey method with data measurement techniques using a 6-point Likert scale.

Population
The population of this research is people in Jabodetabek who have used Wardah skincare products for at least three months of use.

Sample
In this study, the samples taken were users of Wardah brand skincare products in the JABODETABEK area with minimal use of skincare for the last 3 (three) months.

Furthermore, in this study the sampling used purposive sampling technique. Researchers use this technique to determine certain criteria, namely users of skincare products in the JABODETABEK area with a minimum use of for the last 3 (three) months.

Data Collection Technique

The data collection method used to obtain data in this study is to use primary data, by distributing questionnaires. In this study, a questionnaire was conducted by giving questions to respondents who live in Greater Jakarta and have used Wardah skincare products for at least the last three months.

The distribution of the questionnaires was carried out online through the google form. In addition, researchers also use secondary data in the form of information obtained through the results of research conducted by snapcart, articles, and other reference sources.

RESULT

Normality test

Testing the normality of the data in this study using the one sample Kolmogorov-Smirnov test with the condition that if asympp sig (2-tailed) > 0.05 then the data is normally distributed. On the other hand, if asymp sig (2-tailed) < 0.05 then the data is not normally distributed.

Normality Test Result

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			200
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		1,43252555
Most Extreme Differences	Absolute		,090
	Positive		,080
	Negative		-,090
Test Statistic			,090
Asymp. Sig. (2-tailed)			,000[c]
Monte Carlo Sig. (2-tailed)	Sig.		,071[d]
	99% Confidence Interval	Lower Bound	,064
		Upper Bound	,078

The table above shows the results of the normality test with a significance value (Monte Carlo. Sig) of 0.71. It can be seen that the significance of the variable data is greater than 0.05. Then the data is normally distributed, which means that Ho is accepted.

Linearity Test

To find out whether there is a linear or non-linear relationship between variables. In this, the researcher tested using SPSS software version 22.0. Deviation from Linearity is used in linearity testing, by looking at Deviation from Linearity 0.05, it means that there is a linear relationship between X and Y variables.

Linearity Test Result

No	Variabel	Deviation from Linearity
1.	Product Quality * Customer Satisfaction	0,363

2.	Price * Customer Satisfaction	0,795
3.	Promotion * Customer Satisfaction	0,078

Based on the table above, all variables have a linear relationship because they have a value of Deviation from Linearity 0.05.

Simple Linear Regression

Simple linear regression equation was used in this study to determine the linear effect between one independent variable (X) and one dependent variable (Y). The following is the output of the results of a simple linear regression test using SPSS version 22 software.

Simple Linear Regression Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,373	1,743		7,671	,000
	Product Quality	,350	,092	,262	3,821	,000

a. Dependent Variable: Customer Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,450	1,035		12,994	,000
	Price	,330	,052	,413	6,383	,000

a. Dependent Variable: Customer Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,058	,899		14,533	,000
	Promotion	,352	,045	,485	7,802	,000

a. Dependent Variable: Customer Satisfaction

Based on the table, the first simple linear regression analysis on the pair of research data between product quality and customer satisfaction produces a coefficient of 0,350 and a constant of 13,373. Thus, the form of the influence of product quality on customer satisfaction has a simple regression equation. And the statistical test is 0,05 with df = n-k-1 (n is the number of data and k is the number of independent variables) or 200-3-1 = 196 (1,652). So that t_hitung(3,821) > t_table(1,652), which

means that there is a positive and significant relationship between product quality (X1) and customer satisfaction (Y).

Furthermore, the second simple linear regression analysis of the pair of research data between price and customer satisfaction produces a coefficient of 0,330 and a constant of 13,450, thus the form of the influence of price on customer satisfaction has a simple regression equation. And the statistical test is 0.05 with df = n-k-1 (n is the number of data and k is the number of independent variables) or 200-3-1 = 196 (1,652). So that t_hitung(6,383) > t_table(1,652), which means that there is a positive and significant relationship between price (X2) and customer satisfaction (Y).

And the third simple linear regression analysis on the pair of research data between promotions and customer satisfaction produces a coefficient of 0,352 and a constant of 13,058. Thus, the form of the influence of promotion on customer satisfaction has a simple regression equation. And the statistical test is 0.05 with df = n-k-1 (n is the number of data and k is the number of independent variables) or 200-3-1 = 196 (1,652). So t_hitung(7,802) > t_table(1,652), which means that there is a positive and significant relationship between promotion (X3) and customer satisfaction (Y).

Coefficient of Determination

The coefficient of determination is tested to measure how much the ability of the independent variable to explain the dependent variable. The following is the output and explanation of the coefficient of determination for each variable of product quality (X1), price (X2) and promotion (X3) on customer satisfaction (Y).

Results of the Coefficient of Determination X1 against Y

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,723[a]	,522	,520	1,98262

a. Predictors: (Constant), Product Quality

b. Dependent Variable: Customer Satisfaction

It is known that the value of R square (R^2) is 0.522. "This explains that there is an influence between product quality variables (X1) on customer satisfaction (Y) of 0.522 or 52.2%. Meanwhile, the rest is influenced by other variables outside the product quality variable.

Results of the Coefficient of Determination X2 against Y

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,726[a]	,527	,525	1,70461

a. Predictors: (Constant), Price

b. Dependent Variable: Customer Satisfaction

It is known that the value of R square (R^2) is 0.527. "This explains that there is an influence between the price variable (X2) on customer satisfaction (Y) of 0.527 or 52.7%. As for the rest is influenced by other variables outside the price variable.

Results of the Coefficient of Determination X2 against Y

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,736ᵃ	,542	,540	1,65495

a. Predictors: (Constant), Promotion

b. Dependent Variable: Customer Satisfaction

It is known that the value of R square (R^2) is 0.542. This explains that there is an influence between the promotion variable (X3) on customer satisfaction (Y) of 0.542 or 54.2%. As for the rest is influenced by other variables outside the promotion variable.

DISCUSSION

Product Quality on Customer Satisfaction

This study shows that there is a positive and significant relationship between product quality and customer satisfaction with Wardah brand skincare by people who live in Greater Jakarta.

In this study, it shows that the coefficient of determination (R^2) = 0.522. "The coefficient shows the direction of the variables X1 and Y is a positive correlation. Then the analysis conducted between product quality and customer satisfaction produces a regression coefficient of 0.350 at a constant of "13,373. Then the regression equation Y = 13.373 + 0.350 X. From the results of the calculation of the partial significant test (t test) which is declared significant if t_count > t_table and obtained t_count(3.821) > t_table(1.652). If "Ho is rejected, then the correlation coefficient is significant, so it can be concluded that there is a positive and significant relationship between product quality (X1) and customer satisfaction (Y)."

The results of this study are supported by previous research conducted by Kartikasari & Albari (2019) which said that product quality had a significant and positive effect on customer satisfaction. In addition, research conducted by Widyastuti (2017) which also says that product quality has a significant and positive effect on customer satisfaction.

know that the value of R square (R^2) is 0.542. This explains that there is an influence between the promotion variable (X3) on customer satisfaction (Y) of 0.542 or 54.2%. As for the rest is influenced by other variables outside the promotion variable.

Price to Customer Satisfaction

This study shows that there is a positive and significant relationship between price and customer satisfaction with Wardah brand skincare by people who live in Greater Jakarta.

This study shows that the coefficient of determination (R^2) = 0.527. "The coefficient shows the direction of the variables X1 and Y is a positive correlation. Then the analysis conducted between product quality and customer satisfaction produces a regression coefficient of 0.330 at a constant of "13.450". Then the regression equation Y = 13.450 + 0.330 X. From the results of the calculation of the partial significant test (t test) which is declared significant if t_count > t_table and obtained t_count(6.383) > t_table(1.652). If "Ho is rejected, then the correlation coefficient is significant, so it can be concluded that there is a positive and significant relationship between price (X2) and customer satisfaction (Y)."

The results of the study are supported by previous research conducted by Kartikasari & Albari (2019) which said that price had a significant and positive effect on customer satisfaction. In addition, research conducted by Widyastuti (2017) also said that price had a significant and positive effect on customer satisfaction.

Promotion of Customer Satisfaction

This study shows that there is a positive and significant relationship between promotion and customer satisfaction with the Wardah brand skincare by people who live in Greater Jakarta.

This study shows that the coefficient of determination (R^2) = 0.542. "The coefficient shows the direction of the variables X1 and Y is a positive correlation. Then the analysis conducted between product quality and customer satisfaction resulted in a regression coefficient of 0.352 at a constant of 13.058. Then the regression equation Y = 13.058 + 0.352 X. From the results of the calculation of the partial significant test (t test) which is declared significant if t_count > t_table and obtained t_count(7,802) > t_table(1,652). If "Ho is rejected, then the correlation coefficient is significant, so it can be concluded that there is a positive and significant relationship between promotion (X3) and customer satisfaction" (Y).

The results of the study are supported by previous research conducted by Mustaqimah et al. (2019) which says that promotion has a significant and positive effect on customer satisfaction. In addition, research conducted by Abbas et al. (2019) which also said that promotion had a significant and positive effect on customer satisfaction.

CONCLUSION

Based on the results and analysis of the Influence of Product Quality, Price and Sales Promotion on Customer Satisfaction in Skincare Products in people who have purchased Wardah brand skincare products and are domiciled in Greater Jakarta, the researchers can draw the following conclusions:

1. Product quality has a positive and significant influence on customer satisfaction. This means that the better the product quality, the higher the level of customer satisfaction with Wardah brand skincare products. Vice versa, the lower the product quality, the lower the level of customer satisfaction with Wardah brand skincare.

2. Price has a positive and significant effect on customer satisfaction. This means that the lower the price, the higher the level of customer satisfaction with Wardah brand skincare products. Vice versa, the higher the price, the lower the level of customer satisfaction with Wardah brand skincare.

3. Promotion has a positive and significant effect on customer satisfaction. This means that the more and more attractive promotions are offered, the higher the level of customer satisfaction with Wardah brand skincare products. Vice versa, the fewer and less attractive promotions offered, the lower the level of customer satisfaction with the Wardah brand skincare.

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