

DOI: <https://doi.org/10.38035/dijms.v6i5.4521><https://creativecommons.org/licenses/by/4.0/>

The Influence of Product Quality, Price and Brand Quality on Consumer Satisfaction with Ms Glow Beauty Products

Ariyanto Ariyanto¹, Herni Pujiati²

¹ Master of Management, Marshal Suryadarma University, Jakarta, Indonesia, email. 241173028@students.puasya.ac.id

² Master of Management, Marshal Suryadarma University, Jakarta, Indonesia, email. hernipujiati@unsurya.ac.id

Corresponding Author: 241173028@students.puasya.ac.id¹

Abstract: This study aims to determine the relationship and influence of Product Quality, Price, and Brand Image on Consumer Satisfaction of MS Glow Beauty Products (Case Study on MS Glow Beauty Consumers in Ayshop Cosmetics Stores) which collected as many as 100 consumers who bought and used MS Glow beauty products at the Ayshop Cosmetics Store. The collected data were analyzed using a validity test & reliability of the data, then a multiple linear analysis check was carried out. The results of the study partially show that product quality, price and brand image have a positive impact and are significant to consumer satisfaction. This result is proven by the t-test for each free variable. The t test results for testing product quality variables were obtained t count 5.068 > t table 1.984 and Sig values 0.000 < 0.05, so Ho was rejected and Ha was accepted, meaning that product quality had a positive and significant effect on consumer satisfaction. T test results for price variable testing were obtained t calculate 4.401 > t table 1.84 and Sig value 0.000 < 0.05 so that Ho was rejected and Ha was accepted, meaning that the price had a positive and significant effect on consumer satisfaction. The results of the t test for testing the brand image variable were obtained t count 3.842 > t table 1.984, so that Ho was rejected and Ha was accepted, meaning that the brand image had a positive and significant effect on consumer satisfaction. The results of research on product quality, price and brand image together) have a positive and significant effect on consumer satisfaction. This result is proven by the F test, which is obtained F count 50.32 > F table 2.70 and Sig value 0.000 < 0.05, so ho is processed and Ha is accepted. This means that product quality, price, brand image together have a positive and significant effect on consumer satisfaction.

Keyword: Product Quality, Price, Brand Quality, & Consumer Satisfaction.

INTRODUCTION

In the current era of globalization, there is a very rapid development in the economic aspect, such as culture and technology at this time which causes human needs to develop faster, not only in the form of basic needs, but also includes personal needs. Important needs for certain

groups in fulfilling personal needs have an equal position with basic needs to fulfill human life needs. Competition in the business world will always develop rapidly along with the development of phenomena in the current era of globalization and the competition that occurs in the business world in Indonesia is currently getting tighter, the occurrence of very tight competition because every business actor is trying hard to increase sales and get as many new consumers as possible. And every business actor will always try their best so that the business they run continues to grow and survive in the increasingly global business world and the development of this very fast economy has an impact on the strategies used by business actors or companies.

The Indonesian beauty industry market is ranked third largest in Asia. A great opportunity for beauty industry players to succeed in the international world. Indonesia is ranked fourth in the world with the largest population, creating a great opportunity in the world of beauty (Syadri, 2017). And the beauty industry in Indonesia is currently experiencing a significant increase. Indonesia is one of the potential cosmetic or beauty product market shares so that this business is promising for producers who want to develop it, Director General of Chemical, Textile and Miscellaneous Industries (IKTA). The many types of cosmetic and skincare products in Indonesia create many variations of choices for female consumers and some men such as MS Glow, Scarlett, Somethinc, Avoskin, Garnier, the following table I.1 lists the top best-selling facial care brands in May 2021.

Table 1. Best Selling Brands of Facial Care

No	Brand	Total Sales
1	MS Glow	Rp. 74.82 Billion
2	Scarlett	Rp. 29.78 Billion
3	Somethinc	Rp. 22.45 Billion
4	Avoskin	Rp. 15.6 Billion
5	Wardah	Rp. 5.3 Billion

MS Glow stands for the brand motto, Magic For Skin. Having the brand motto "Magic For Skin" has a meaning that reflects a glowing product and makes the best beauty product in Indonesia, so the name of the cosmetic and skincare product brand is created, namely MS Glow. Ms Glow products are the main solution for all groups from the upper to lower middle class, so the price offered is also affordable on the market. Because the higher the price of the product, the more consumers expect the benefits offered by the product. If the benefits felt by consumers after buying the product are in accordance with what is expected or greater than what is expected, then consumers will feel satisfied and trust the product, so that consumers will repurchase the product. MS Glow has a good brand image in the minds of consumers, proven because MS Glow has succeeded in building the popularity of its brand because in 2020 the MS Glow cosmetic brand has won the Indonesia Best Brand Award (IBBA) 2020 in the Exclusively Sold Facial Care category. In 2021, MS Glow succeeded in selling products with the largest network in Indonesia, thus receiving an award from MURI (Indonesian Record Museum).

Consumers will always have expectations of their needs and desires through a product they use. So the fulfillment of these needs and desires is related to the quality of the product. Product quality has a different view for consumers. Because every product has a very valuable meaning for the company without a product, the company cannot do anything from its business. According to Goetsch & Davis in Tjiptono and Chandra (2016) quality is a dynamic condition related to products, services, human resources, processes and environments that meet or exceed expectations. According to Kotler & Armstrong in Indrasari (2019) a product is anything that can be offered to the market to get attention, be bought, used, or consumed that can satisfy

desires or needs. Meanwhile, according to Kotler and Armstrong in Daga (2017) is the characteristics of a product of service that bear on its ability to satisfy stated or implied customer need, which means product quality is the characteristics of products and services that support their ability to satisfy consumer needs.

According to Samsul Ramli in Indrasari (2019) the definition of price is stated as the relative value of a product or service and not a definite indicator in showing the amount of resources needed to produce a product or service. According to Kotler and Armstrong (2016), defines that price is the amount of money spent for a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service. According to Buchori Alma in Indrasari (2019) price is the amount of money paid for a service, or the amount of value that consumers exchange in order to obtain benefits from owning or using goods or services. Meanwhile, according to Tjiptono (2019) price is the only element of the marketing mix that provides income or revenue for the company.

According to Ginting in Firmansyah (2019) defines a brand as a name, term, sign, symbol, design or combination to mark a product or service from one seller or group of sellers and to differentiate it from competitors. According to Kotler and Keller (2016) stated that brand image is "Brand image describes the extrinsic properties of the product of service, including the ways in which the brand attempts to meet customers psychological or social needs", which means that brand image describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet the psychological or social needs of customers. According to Keller in Firmansyah (2019) "brand image is perceptions about brand as reflected by the brand association held in consumer memory.", that brand associations act as information centers that are connected to brain memory and contain the meaning of the brand for consumers.

Customers or consumers are the ones who maximize value, they form expectations of value and act on it. Buyers will buy from companies that provide the highest customer value, which is defined as the difference between total customer value and total customer cost. According to Umar in Indrasari (2019) defines consumer satisfaction as the level of consumer feelings after comparing what he receives and his expectations. Meanwhile, according to Kotler and Keller in Indrasari (2019), consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the expected performance.

This study focuses on the relationship between product quality, price, image and satisfaction. Effective product quality is expected to increase price and image which ultimately impacts consumer satisfaction. This model is in line with the findings of Sutrisno (2021) who highlighted the synergy of these variables in growing a productive organization. By integrating these factors, this model provides a comprehensive work to understand the dynamics of consumer satisfaction. comprehensive work to understand the dynamics of consumer satisfaction.

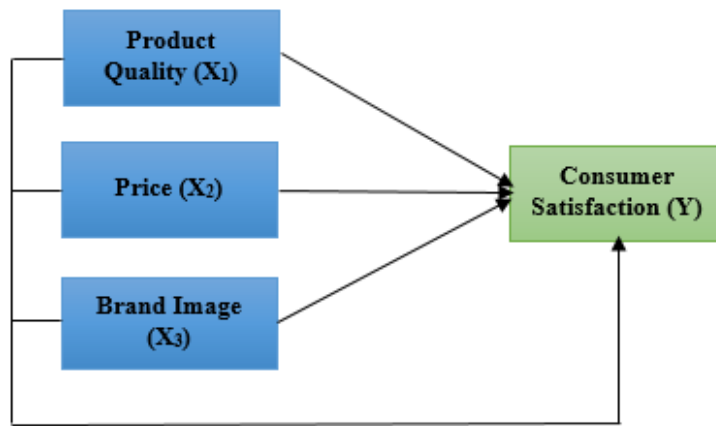


Figure 1. Conceptual Framework

Research Hypothesis

- H1: Product quality affects Consumer Satisfaction.
- H2: Price affects Consumer Satisfaction.
- H3: Brand image influences consumer satisfaction.
- H4: Product quality, price, and brand image together influence consumer satisfaction.

METHOD

Research Design

This study adopts a quantitative research design, which focuses on numerical data and statistical measurements to test the proposed hypothesis. Quantitative methods, as explained by Sujarweni (2015), are very useful for examining causal relationships by collecting measurable data and using statistical tools. The quantitative approach is ideal for assessing the influence of product, price and brand image on consumer satisfaction because these variables can be measured and analyzed quantitatively.

Research Location

The research was conducted at the Ayshop Cometic Store located at Jl. Raya Hankam No. 135, Pondok Melati, Bekasi City.

Research Population

The population that will be used in this study is the number of Ayshop Cosmetics Store customers from January 2021 to December 2021, which is 100 people.

Sampling Techniques

Purposive sampling technique is used to select a sample from the population. Purposive sampling is appropriate when certain criteria must be met by the participants. In this study, the main criterion was the involvement of respondents in financial administration tasks. The final sample consisted of 100 respondents, which was considered sufficient for statistical analysis.

Method of collecting data

Primary data were collected through a structured questionnaire distributed to respondents. The questionnaire was designed to measure the influence of product quality, price and brand image and customer satisfaction using a Likert scale ranging from 1 (strongly disagree) to 5

(strongly agree). The use of a structured questionnaire ensures consistency in providing answers, thus facilitating reliable data analysis.

Instrument Validity Test

The validity of the research instrument was tested to ensure that the instrument accurately measures the intended variables. Pearson correlation analysis was used to assess the validity of each item. As stated by Solihin and Ratmono (2020), an item is considered valid if its correlation coefficient is significant at the 5% level ($p < 0.05$).

Instrument Reliability Test

Reliability is tested using Cronbach's Alpha and Composite Reliability. According to Solihin and Ratmono (2013), a variable is considered reliable if Cronbach's Alpha and Composite Reliability exceed 0.70. High reliability indicates that the instrument consistently measures the variable on different items and respondents.

Data Analysis Methods

Data analysis was conducted using SPSS version 25, a statistical software widely used for quantitative research. The analysis involved several steps, including validity and reliability tests, classical assumption tests, coefficient of determination, and hypothesis tests..

Classical Assumption Test

Classical assumption tests are essential to ensure that the data meets the requirements for regression analysis. These tests include normality, multicollinearity, heteroscedasticity, and autocorrelation. Ensuring that the data meets these assumptions will increase the robustness and validity of the regression model.

Normality Test

The normality test is conducted to determine whether the data follows a normal distribution. As explained by Widardjono (2013), data is considered normally distributed if the Skewness and Kurtosis Critical Ratio (CR) values are in the range of -2.58 to 2.58 at a significance level of 5%.

Multicollinearity Test

Multicollinearity is tested using the Variance Inflation Factor (VIF). According to Ghozali (2018), multicollinearity does not exist if the VIF value is less than or equal to 5. Multicollinearity can distort the regression coefficients, so its absence ensures a more accurate estimate of the relationship between variables.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) is calculated to assess the explanatory power of the independent variables. An R^2 value close to 1 indicates that most of the variance of the dependent variable (customer satisfaction) can be explained by product quality, price, brand image.

Hypothesis Testing

The hypothesis is tested using a t-test at a significance level of 5%. The hypothesis is accepted if the t-statistic value is greater than 1.96, which ensures that the findings are

statistically significant. The t-test provides insight into whether each independent variable significantly affects customer satisfaction.

Regression Model

This study uses a multiple linear regression model to test the relationship between product quality, price, brand image and customer satisfaction. The model is stated as:

$$Y = b_1.X_1 + b_2.X_2 + b_3.X_3$$

Information:

- X1 represents Product Quality
- X2 represents Price
- X3 represents Brand Image
- Y represents Customer Satisfaction
- b1, b2, b3 are the regression coefficients.

Interpretation of Regression Coefficients

The regression coefficients (b1, b2, b3) show the magnitude and direction of the influence of each independent variable on customer satisfaction. A positive coefficient indicates a unidirectional relationship, while a negative coefficient indicates an opposite directional relationship..

RESULTS AND DISCUSSION

Results of Validity Test and Reliability Test

It can be seen that all instruments for the Product Quality variable (X1) are declared valid because $r_{count} > r_{table}$ where r_{table} is obtained at a significance level of 5% (0.05) which is 0.1966. So it can be concluded that all indicators of product quality variables used in this study passed the validity test and can be declared valid.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Rule of Thumb	Information
Product Quality	0,783	0,60	Reliable
Price	0,804	0,60	Reliable
Brand Image	0,763	0,60	Reliable
Consumer Satisfaction	0,721	0,60	Reliable

In this test, the researcher aims to measure the reliability of a variable, so the reliability coefficient value (Alpha) will be compared with 0.6, if the Alpha value is greater than 0.6 then the instrument is declared reliable, and vice versa.

Normality Test Results

The Normality Test above shows that the data is spread around the diagonal line and follows the direction of the diagonal line. So this regression model meets the normality assumption.

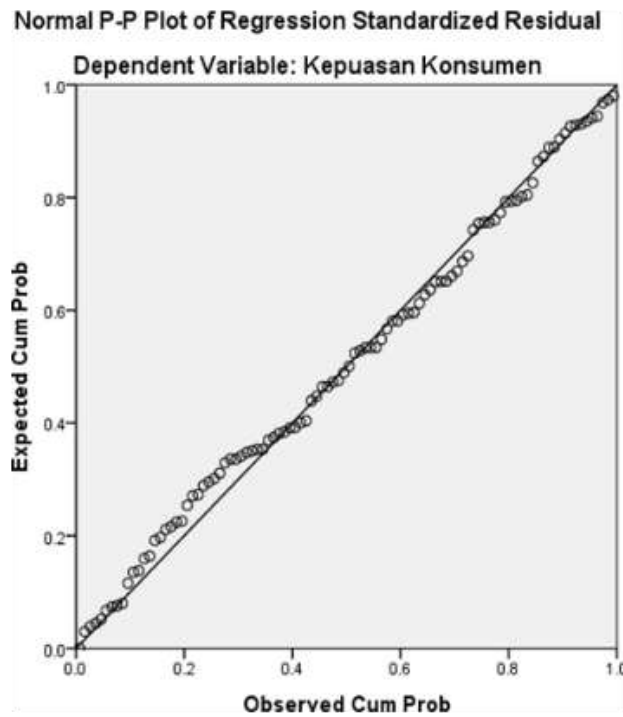


Figure 2. Normality Test Results

Heteroscedasticity Test Results

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another. A good regression model is one that is homoscedastic or does not have heteroscedasticity.

Multicollinearity Test Results

Collinearity Statistics above it can be seen that the VIF value of the independent variable, namely Product Quality (X1) has a VIF value of 1.021 and tolerance of 0.979, Price (X2) has a VIF value of 1.985 and tolerance of 0.504, Brand Image (X3) has a VIF value of 1.021 and tolerance of 0.511. So the Variance Inflation Factor (VIF) value shows that all independent variables have a VIF value <10 and tolerance value > 0.1. So it can be concluded that there is no multicollinearity in the independent variables.

Table 3. Multiple Linearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Product Quality	.979	1.021
Price	.504	1.985
Brand Image	.511	1.956

Multiple Linearity Test

Table 4. Multiple Linearity Test Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	.427	3.326		.128	.898
Product Quality	.299	.059	.326	5,068	.000
Price	.335	.076	.395	4.401	.000
Brand Image	.336	.088	.342	3,842	.000

a. Dependent Variable: Y.ConsumerSatisfaction

Based on the results of multiple linear analysis in table IV.15, the following regression equation can be obtained:

$$Y = 0.427 + 0.299.X_1 + 0.335.X_2 + 0.336.X_3 + e$$

The constant of 427 means that if the variables Product Quality (X1), Price (X2), and Brand Image (X3) are 0 (zero) then the Consumer Satisfaction value is 427 with the assumption that other variables obtained that influence Consumer Satisfaction are considered constant.

The regression coefficient of the Product Quality variable is 0.299 stating that for every 1 unit increase in the variable, there is an increase in Consumer Satisfaction with the assumption of a fixed value. The regression coefficient of the Price variable is 0.335 stating that for every 1 unit increase in the variable, there is an increase in Consumer Satisfaction with the assumption of a fixed value. The regression coefficient of the Brand Image variable is 0.366 stating that for every 1 unit increase in the variable, there is an increase in Consumer Satisfaction with the assumption of a fixed value.

Partial Significance Test Results (t-Test)

Table 5. Partial Significance Test Results (t-Test)

Model	t	Sig
1 (Constant)	.128	.898
Product Quality	5,068	.000
Price	4.401	.000
Brand Image	3,842	.000

F Test Results

From the calculation, it can be concluded that the calculated F value of 50.302 is greater than the F table of 2.70 (50.302 > 2.70). This can be strengthened by the significance value of 0.000 which is known to be smaller than 0.05 (0.000 < 0.05) which means that Ho is rejected and H4 is accepted.

Table 6. F Test Results ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	735,869	3	245,290	50.302	.000b
Residual	468,131	96	4.876		
Total	1204.000	99			

Determination Coefficient Results

That R Square is 0.611 or 61% which means that the consumer satisfaction variable is influenced by 61% by Product Quality, Price and Brand Image. While the remaining 39% (100% -61%) is influenced by other factors that are not studied. That the results of the determination coefficient analysis of the R Square value of 0.611 or 61% indicate that the consumer satisfaction variable that can be explained through the variables of Product Quality, Price, and Brand Image is 61%, the remaining 39% is explained by factors that are not included in this research model.

The Influence of Product Quality on Consumer Satisfaction

Based on the results of the study of significance and linear regression, it can be concluded that the results of the linear regression of Consumer Satisfaction = $0.427 + 0.299$ Product Quality + 0.335 Price + 0.366 Brand Image, are very positive and significant and linear, and the results of the test are the regression coefficient on the Product Quality variable, namely 0.299. And the results of the hypothesis test, through the t test, it can be seen that the t count value > t table ($5.068 > 1.984$) and the significant value is $0.000 > 0.05$. Then H₀ is rejected and H₁ is accepted so that the Product Quality variable shows that there is a positive and significant influence on Consumer Satisfaction of MS Glow Products. Where it means that product quality has an influence on consumer satisfaction. So if the product quality increases, it will increase consumer satisfaction with MS Glow beauty products. These results are reinforced by previous research conducted by Dessy Anggareni in 2017 entitled "The Influence of Product Quality and Price on Consumer Satisfaction" from the results of the study showed that Product Quality and Price have a positive and significant effect on consumer satisfaction.

The Influence of Price on Consumer Satisfaction

Based on the results of the study of significance and linear regression, it can be concluded that the results of the linear regression of Consumer Satisfaction = $0.427 + 0.299$ Product Quality + 0.335 Price + 0.366 Brand Image, are very positive and significant and linear, and the results of the test are the regression coefficient on the Price variable, namely 0.335. And the results of the hypothesis test, through the t test, it can be seen that the t count value > t table ($4.401 > 1.984$) and the significant value is $0.000 > 0.05$. Then H₀ is rejected and H₁ is accepted so that the Price variable shows that there is a positive and significant influence on Consumer Satisfaction of MS Glow Products.

CONCLUSION

Product Quality has a positive and significant effect on Consumer Satisfaction. Based on the results of the t-test, the calculated t value is obtained > t table ($5.068 > 1.984$) with a significance of $0.000 < 0.05$. MS Glow beauty products have good quality in the eyes of consumers, thus creating a sense of trust and consumer satisfaction with MS Glow beauty products.

Price variable has a positive and significant influence on Consumer Satisfaction. Based on the results of the t-test, the calculated t value is obtained > t table ($4.401 > 1.984$) with a significance of $0.000 < 0.05$. MS Glow beauty products have affordable prices in the eyes of consumers for all groups so that consumers are satisfied with the prices offered by MS Glow beauty products.

The Brand Image variable has a positive and significant influence on Consumer Satisfaction. Based on the results of the t-test, the calculated t value > t table ($3.842 > 1.984$) with a significance of $0.000 < 0.05$. MS Glow beauty products already have a good and positive

brand image in the minds of consumers so that a sense of consumer satisfaction arises with MS Glow beauty products.

Based on the results of the Determination Coefficient test, it was obtained at 61%. It shows that the consumer satisfaction variable is influenced by Product Quality, Price and Brand Image by 61% and the remaining 39% is influenced by other factors not examined in this study.

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