

The Influence of Price, Service Quality, Trust and Product Quality on Scarlett Customer Satisfaction

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ABSTRACT

This research aims to analyse the influence of price, service quality, trust, and product quality on customer satisfaction for Scarlet products. This research uses a quantitative research approach where data is collected through an online Google Forms questionnaire. This research was conducted in Indonesia and took respondents from Tangerang. The sample in this research was 160 respondents. Data were analysed using the outer model. The outer model consists of validity and reliability tests, while the inner model was tested using R-square, hypothesis testing (bootstrapping), and multicollinearity testing. This research shows that price has a negative and significant effect on customer satisfaction. Meanwhile, service quality, trust and product quality positively and significantly affect customer satisfaction.

Keywords - **Price, Service Quality, Trust and Product Quality on Customer Satisfaction**

INTRODUCTION

Over time, the beauty sector in Indonesia has experienced rapid progress. Beauty products are available in various categories tailored to individual needs, both locally produced and imported. People are increasingly aware and active in using beauty products, so that demand continues to increase. The development of beauty product trends continues and undergoes transformation over time. Some of the latest trends in the beauty industry include product innovation, concern for health and sustainability, and the use of technology in product development. The Central Statistics Agency (BPS) stated that in Indonesia, the use of beauty products grew by 5.59% in 2020. Then, there was an increase of 7% from 2021 to 2022 (Adisty, 2020).

The presence of cosmetic products that began to emerge from facial and body care creams. These cosmetics have different benefits that are adjusted to the skin conditions of consumers. In general, the cosmetics industry continues to experience rapid development over time. Some trends and changes in the cosmetics industry include product innovation, technology, and changes in consumer preferences (Rosyida & Yamit, 2022).

The following are cosmetic brands in Indonesia and their sales:

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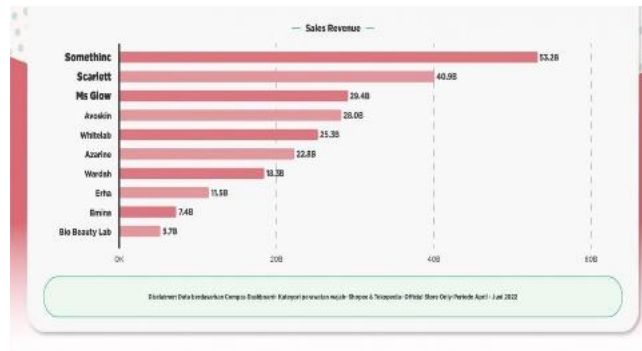


Figure 1.1 Cosmetic Sales
Source: Kompas (2023)

One of the local products in Indonesia is Scarlett Whitening. Scarlett is ranked second in the brand rankings with the category of product brands sought by consumers after Ms Glow. Scarlett White has been a local brand in Indonesia since 2017 with an owner named Felicya Angelista.

Customer satisfaction is a variable that determines the success of a company (Paruntu et al., 2021). Customer satisfaction is a benchmark for how the company should be changed in the future and there are several things that must be changed if there are consumers who feel disappointed (Sumarlin, 2022). If consumers are disappointed, they will definitely not come back and can tell others about it. But someone who is satisfied will tell others so that they can give a good name to the company (Premayani & Yoga, 2019).

This study focuses on Scarlett Whitening products, a domestic brand that has just emerged in the market. However, this brand has managed to gain a significant market share in a short time, achieving high popularity in the past five years. Based on data from

Kompas.co.id in 2022, Scarlett Whitening became one of the best-selling local brands on the market, even its sales exceeded the total sales category of billion USD every month. This company, which is engaged in the beauty and body care sector, has been actively operating for three years in Indonesia. The following is Scarlett Whitening's cumulative sales data from 2020 to 2022.

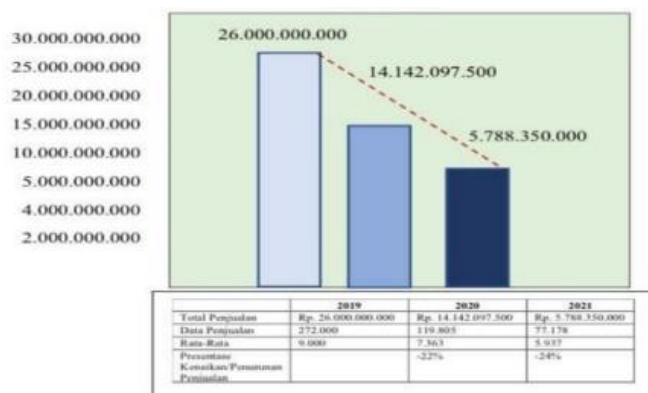


Figure 1.2 Scarlett Whitening Sales Data
Source: Pebriani (2023)

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The sales volume of Scarlett Whitening products has decreased from year to year. In 2020, sales of Scarlett Whitening products reached 26,000,000,000 rupiah in a year. However, in 2021, there was a decrease of -22%, with product sales reaching 14,142,097,500 rupiah. Then, in 2022, there was a very drastic decrease of -24%, with product sales reaching 5,788,350,000 rupiah. This decrease in sales volume was due to increasingly fierce competition in the market, where various competing promotions were carried out to attract consumers' attention and influence their purchasing decisions.

Some choose Scarlett skin whitening products because of the many choices of skin care products that provide quality products with benefits that suit consumer needs, such as the brands Ms Glow, Avoskin and other products. This makes it difficult for students to make purchasing decisions. Customers can easily switch to other products because this product has become a trend and beauty vloggers comment that the product is very good based on the quality and benefits it brings as expected, so consumers feel excited to try the product. This shows that the level of customer satisfaction in using Scarlett skin whitening products is relatively low. According to Kotler & Keller (2018), price is the value of goods and services.

TABLE 1.1
SCARLETT PRODUCT PRICES IN 2023

Produk Scarlett	Harga
Scarlett Whitening Body Lotion (Romansa, Fantasia, Charming)	Rp 75.000
Scarlett Whitening Shower Scrub (Pomegranate, Mango, Cucumber)	Rp 75.000
Scarlett Whitening Body Scrub/Lulur (Romansa, Pomegranate)	Rp 75.000
Scarlett Whitening Facial Wash	Rp 75.000
Scarlett Whitening Yordanian Sea Salt Shampoo	Rp 75.000
Scarlett Whitening Yordanian Sea Salt Fragrance Conditioner	Rp 75.000
Scarlett Whitening Acne Serum	Rp 75.000
Scarlett Whitening Brightly Ever After Serum	Rp 75.000
Feli Skin Trial Size (5 Hari Pemakaian)	Rp 80.000
Feli Skin Full Package Regular (pemakaian 20 hari)	Rp290.000
Feli Skin Full Package Special (pemakaian 1 bulan)	Rp390.000

Source: Kartika (2023)

Table 1.1 shows that the price offered by Scarlett skincare products is relatively cheap, making it attractive to consumers to buy Scarlett compared to competitors. Price can also affect consumer interest in buying a product. Scarlett's price is relatively cheap because it is 75,000, and it has good product quality, suitable for teenagers and the elderly. With a relatively cheap price, prospective consumers are expected to prefer Scarlett products to other products.

According to Kotler & Keller (2018), service quality is a customer evaluation of the services they receive. comparing the service received with the service expectations they want to receive. Scarlett Whitening's official shop on Shopee has 1.3 million followers with a purchase rating of 4.9 out of 5.0. Although there are consumers who are dissatisfied with the admin service and the quality of Scarlett products, it turns out that many still make repeat purchases at the Scarlett whitening official shop on Shopee.

Evaluation of service quality on the e-commerce platform Scarlett White Shop Official Store. Scarlett's poor service makes consumers feel dissatisfied, and the products ordered by consumers do not match the orders given. When handling consumer problems, Scarlett administrators fail to

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respond quickly and provide solutions to consumer complaints. At the time of delivery, Scarlett's official store did not pack the goods carefully. Many consumers objected because the product was broken or the bottle cap was not tightly closed and spilled in the middle, reducing the ml of the product (Utari, 2022).

Customer trust is the main foundation for building a healthy relationship between a company and its consumers. This is a key element in the long-term success of a business (Salilo, 2019). Customer trust will also be followed by customer loyalty. Where customers who are followed by trust can be said to be loyal (Supertini et al., 2020). Consumer trust can arise because of knowledge and experience during the use of the product properly (Yuniarta et al., 2019). Customers often feel that their trust is lacking in using Scarlett Whitening products, for example, having good reviews but when the method of use is not in accordance with the consumer's skin type, the results are not as expected, this reduces consumer trust in the product.

According to Kotler & Keller (2018), product quality can be defined as the ability of a product to meet or exceed customer expectations. In this case, quality is measured by the extent to which the product can provide the benefits and performance desired by the customer. The existence of various product care brands encourages consumers to be faced with various product choices, allowing consumers to switch to other brands.

Scarlett's quality products prioritise safe facial care and keep skin hydrated and smooth. Scarlett maintains its products' quality by always perfecting each product's formula. On the other hand, the use of Scarlett White products, consumer dissatisfaction due to results that do not match skin type, white texture, and product quality that does not meet expectations can be caused by problems with the product itself or errors made by humans in the manufacturing or marketing process of the product. any incompatibility with the product. However, many customers also do positive reviews related to the satisfaction and suitability of Scarlett products and then make repeat purchases.



Figure 1.3 Scarlett Product Packaging Review Source: Scarlett (2023)

In another review, Scarlett products that are more dominant in online sales lack innovation in packaging, so customer packages often break in transit. This is because Scarlett's packaging uses plastic materials that are not too thick and not too aesthetic like other skincare packaging. So, according to the problem above, the researcher is interested in the title of the thesis: "The Effect of Price, Service Quality, Trust and Product Quality on Scarlett Customer Satisfaction."

The main objectives of this study are to analyse: (1) does price hurt customer satisfaction?; (2) does service quality have a positive effect on customer satisfaction?; (3) does trust have a positive

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effect on customer satisfaction?; (4) does product quality have a positive effect⁹ on customer satisfaction?. This study is expected to contribute significantly to our knowledge and understanding of the relationship between price, service quality, trust, and product quality with customer satisfaction. input to good scarlet management to improve customer satisfaction by improving price, service quality, trust and product quality. This study is input to Scarlett to investigate the factors of price, service quality, trust and product quality in order to improve customer satisfaction.

LITERATURE REVIEW

A. The Effect of Price on Customer Satisfaction

Price is related to the perceived value of a product or service. If consumers feel that their price is commensurate with the value they receive, they are likely to be satisfied (Dessica & Utama, 2016). If the price is too high compared to the value they perceive, this can lead to dissatisfaction. Prices within the consumer's budget are an important factor (Napitupulu, 2019). If the price of a product is within the consumer's budget, satisfaction is more likely to be achieved. In a competitive market, price can be a significant determining factor. Offering a better price than competitors can increase consumer satisfaction (Sari & Mayasari, 2022). Research by Akbar & Haryoko (2020), Liana (2021) and Nursakinih (2022) states that price harms customer satisfaction.

H1: Price hurts customer satisfaction.

B. The Influence of Service Quality on Customer Satisfaction

Service quality has a strong influence on customer satisfaction. Success in providing good and satisfying service will tend to increase customer satisfaction, while poor or inadequate service can result in customer dissatisfaction (Hartono, 2018). Customer service quality, including the ability to handle customer complaints and requests well, also significantly impacts customer satisfaction (Sari & Mayasari, 2022). Customers appreciate services that are delivered quickly. Long waiting times or slow processes can reduce customer satisfaction (Putra et al., 2021). If consumers really feel the quality of service, the more customer satisfaction will increase.

Research by Hartono (2018), Sari & Mayasari (2022) and Putra et al., (2021) stated that service quality has a positive effect on customer satisfaction.

H2: Service quality has a positive effect on customer satisfaction.

C. The Effect of Trust on Customer Satisfaction

Trust is a key element in the relationship between a company and its customers. When customers feel that they trust a company, it tends to increase customer satisfaction (Mahendra & Indriyani, 2018). Trust is the basis for creating a positive relationship between a company and its customers. When customers feel they can trust a company, it forms a strong foundation for customer satisfaction (Putra et al., 2021).

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The trust a company gains from customers will tend to result in continued satisfaction. Customers who feel trusted will be more likely to remain loyal and continue to use the company's products or services. Customer satisfaction with customer service is also closely related to trust. Customers who feel that customer service is responsive and reliable will be more satisfied.

Research by Mahendra & Indriyani (2018), Putra et al., (2021) and Istiyono & Rizal (2022) states that customer trust has a positive effect on customer satisfaction.

H3: Trust has a positive effect on customer satisfaction.

D. The Influence of Product Quality on Customer Satisfaction

Product quality is a major factor influencing customer satisfaction with the products or services they purchase. Customer satisfaction is often achieved when a product performs as expected or even exceeds their expectations. High product quality usually has a positive impact on overall performance. Products that have good quality tend to match customer needs and preferences. Products that meet or exceed customer needs tend to increase satisfaction. Durable and reliable products will increase customer satisfaction because they can rely on the product for a long period of time.

Research by Mahendra & Indriyani (2018), Delvianti & Bakkareng (2022), Istiyono & Rizal (2022) states that product quality has a positive effect on customer satisfaction.

H4: Product quality has a positive effect on customer satisfaction.

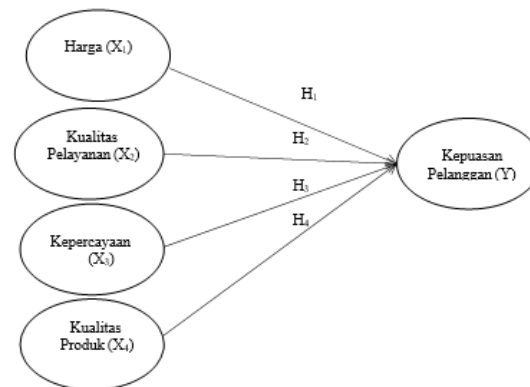


Figure 2.1. Research Model

Source: Pasharibu et al., (2018) and Hastari et al., (2023)

METHODOLOGY

This research was conducted using a quantitative research method where the type is included in the type of causal associative research. This study aims to develop the previous research model that can be applied to this study to test the research hypothesis explained previously in Chapter II and answer the existing problems. According to Sugiyono (2022), associative research has to

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determine and test the influence of two or more variables. According to Umar (2019), causal research aims to analyse the relationship between one variable and another. Thus, it can be seen that the causal associative research used in this study is to test the influence caused by one variable on another variable so that it will create a causal relationship. In this case, the researcher will use a questionnaire to obtain data from the research sample.

The population that will be used in this study are all users of Scarlett products. The sample in the study was 160 consumer customers of Scarlett products who had used Scarlett products more than 1 time. The sampling technique used in this study was non-probability which is a purposive sampling method. This study uses two types of variables: dependent and independent. The independent variables used in this study are price, service quality, trust and product quality and the dependent variable is customer satisfaction. The measurement scale used in this questionnaire is the Likert scale. This study uses a construction model that refers to previous research by Sohaib & Han (2023). Namely, Reflective-Formative, where the 5 dimensions contained in this study, the SERVQUAL dimension, is reflected in service quality. And the relationship between service quality is formative to customer satisfaction.

In hypothesis testing using Structural Equation Modeling (SEM) analysis with smartPLS, a full model is used to test and explain the relationship between latent variables based on the proposed theory. (Ghozali, 2019).

RESULTS

The respondent profile shows that the proportion of female respondents and male respondents is very different, namely 88.1% female and 11.9% male. The age of respondents varies from ≤ 18 years to ≥ 50 years. The most respondents are aged 26-33 years 50%, and the second most are aged 18-25 years as much as 28.1%. While the most respondents' occupation is Private Employees 68.1%. Where 28.1% live in Jakarta, 25% in Tangerang. The most respondents' monthly income is > 5 million - 10 million with a percentage of 40.6%. Complete information on the respondent profile can be seen in table 1.

TABLE 1.
RESPONDENT PROFILE

Statement	Amount	Percentage (%)
Man	19	11.9%
Woman	141	88.1%
Age		
≤ 18 years	2	1.3%
18- 25 years	45	28.1%
26– 33 years old	80	50%
34 – 41 years	22	13.7%
42 – 50 years	8	5%
≥ 50 years	3	1.9%
Work		
Students	9	5.6%
Businessman	32	20%

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Private sector employee	109	68.1%
Housewife	10	6.3%
Domicile		
Jakarta	45	28.1%
Bogor	27	16.9%
Depok	27	16.9%
Tangerang	40	25%
Bekasi	21	13.1%
Income per Month		
>1 million – 5 million	56	35%
>5 million – 10 million	65	40.6%
>8 million – 10 million	16	10%
Above 10 million	23	14.4%

Source: Data Processing Results

A. Outer Model

The outer model concerns the relationship between the latent variable and its indicators. It involves estimating factor loadings, which measure the extent to which an indicator reflects the underlying latent variable.

In structural equation analysis (SEM) context, outer loading refers to a coefficient that measures the extent to which an indicator (measured variable) reflects or measures the underlying latent variable. In other terms, outer loading measures the strength and direction of the relationship between a latent variable and its indicator in a measurement model. An indicator can be reliable in PLS-SEM if the outer loading value is more than 0.7 (Hair et al., 2019).

TABLE 2.
LOADING FACTOR VALUES

Variables	Dimension Indicator Code	Trust
Quality of Service	Reliability	0.840
	Responsiveness	0.850
	Tangible	0.779
	Assurance	0.834
	Empathy	0.808
Price	Price1	0.794
	Price2	0.894
	Price3	0.840
	Price4	0.776
Trust	Trust1	0.808
	Trust2	0.814
	Trust3	0.786
	Trust4	0.895

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Customer satisfaction	Customer Satisfaction1	0.752
	Customer Satisfaction2	0.840
	Customer Satisfaction3	0.728
	Customer Satisfaction4	0.848
Product Quality	Product Quality1	0.826
	Product Quality2	0.851
	Product Quality3	0.740
	Product Quality4	0.808

Source: Data Processing Results (2024)

Table 3 shows that each variable's Average Variance Extracted (AVE) value has met the validity criteria. The AVE values for the variables price, trust, customer satisfaction, product quality, and service quality are 0.684, 0.684, 0.630, 0.677, and 0.652, respectively. All of these values are higher than the set limit of 0.5. Therefore, it can be concluded that all variables have good convergent validity values.

TABLE 3.
AVERAGE VARIANCE EXTRACT (AVE) VALUE

	Average Variance Extracted (AVE)
Price	0.684
Trust	0.684
Customer satisfaction	0.630
Quality of Service	0.677
Product Quality	0.652

Source: Data Processing Results

Furthermore, Table 4 shows that all latent variables have good discriminant validity. This is because the square root value of the Average Variance Extracted (AVE) in each construct has a higher correlation than the correlation value of other constructs. For example, the square root value of AVE of the price variable of 0.827 is higher than the correlation value between other constructs. In addition, the following criterion in the discriminant validity test is the Heterotrait-Monotrait Ratio (HTMT) value, where the HTMT value limit must be less than 0.9. For details on the Heterotrait-Monotrait discriminant validity test results, see the table.

TABLE 4.
RESULTS OF THE DISCRIMINANT VALIDITY TEST

	Price	Trust	Satisfaction Customer	Quality of Service	Product Quality
Price	0.827				
Trust	0.222	0.827			
Satisfaction Customer	0.142	0.671	0.794		
Quality of Service	0.343	0.693	0.725	0.823	

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Product Quality	0.346	0.516	0.693	0.750	0.808
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Source: Data Processing Results (2024)

Table 5 shows that discriminant validity has been achieved, with the value of each variable below 0.9. However, all HTMT approaches generally detect discriminant validity problems so they can be declared valid.

TABLE 5.
DISCRIMINANT VALIDITY HETEROTRAIT – MONOTRAIT RATIO (HTMT)

	Price	Trust	Satisfacti onCusto mer	Quality of Service	Product Quality
Price					
Trust	0.263				
SatisfactionCu stomer	0.160	0.787			
Quality of Service	0.409	0.799	0.845		
Product Quality	0.414	0.595	0.843	0.883	

Source: Data Processing Results (2024)

A. Inner Model

In testing the research hypothesis using the inner weight table, the hypothesis can be accepted if the calculated t value (t-statistic) is greater than or equal to the t table value at an error rate (α) of 5%, which is 1.96. The following are the path coefficient values (original sample estimate) and the calculated t-value (t-statistic) in the inner model. Also, below is a picture of the structural model.

Researchers conducted testing with the standard value of the Variance Inflation Factor (VIF), which was less than 5. If the value is more than 5, multicollinearity is detected.

TABLE 6.
VARIANCE INFLATION FACTOR (VIF) VALUE

	VIF
Assurance	2,277
Empathy	2,081
Price1	1,923
Price2	2,162
Price3	2,319
Price4	1,732
Trust1	2,276
Trust2	2,474
Trust3	1,826
Trust4	2,571
Customer Satisfaction1	1,591

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Customer Satisfaction2	2,158
Customer Satisfaction3	1,675
Customer Satisfaction4	2,316
Product Quality1	1,860
Product Quality2	2,082
Product Quality3	1,603
Product Quality4	1,795
Reliability	2,266
Responsiveness	2,246
Tangible	1,799

Source: Data Processing Results (2024)

Table 7 shows that the regression model does not experience multicollinearity disturbances. This is evident in the VIF value of each variable indicator being less than 5. Thus, it can be concluded that there is no multicollinearity between independent variables in this study.

TABLE 7
INNER VIF TABLE

	Price	Trust	Satisfaction Customer	Quality of Service	Product Quality
Price			1,157		
Trust			1,927		
Satisfaction Customer					
Quality of Service			3,282		
Product Quality			2,334		

Path coefficient hypothesis testing results.

TABLE 8.
DIRECT INFLUENCE ANALYSIS

Hypothesis		Original Sample (O)	T Statistics	P Values	Results
H1	Price hurts customer satisfaction	-0.153	2,188	0.014	No Supported
H2	Service quality has a positive effect towards customer satisfaction	0.273	2,006	0.022	Supported
H3	Trust has a positive effect towards customer satisfaction	0.323	2,339	0.010	Supported
H4	Product quality has a positive effect towards customer satisfaction	0.374	4.957	0,000	Supported

Source: Data Processing Results (2024)

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Based on the direct influence hypothesis testing above, it can be explained as follows:

1. Hypothesis H1, according to the table above, shows that price hurts customer satisfaction with a t-statistic value of 2.188. This value exceeds the predetermined t-table value of 1.645, and the p-value is $0.014 < 0.05$, indicating a significant effect. The original sample value in this hypothesis is -0.153, indicating a negative direction that does not follow the hypothesis.
2. Hypothesis 2, according to the table above, shows that service quality positively affects customer satisfaction with a t-statistic value of 2.006. This value exceeds the predetermined t-table value of 1.645, and the p-value is $0.022 < 0.05$, indicating a significant effect. The original sample value in this hypothesis is 0.273, indicating a positive direction of the hypothesis.
3. Hypothesis 3, according to the table above, shows that trust positively influences customer satisfaction with a t-statistic value of 2.339. This value exceeds the predetermined t-table value of 1.645; the p-value is $0.010 < 0.05$, indicating a significant influence. The original sample value in this hypothesis is 0.323, indicating a positive direction by the hypothesis.

Hypothesis 4, according to the table above, shows that product quality positively affects customer satisfaction with a t-statistic value of 4.957. This value exceeds the predetermined t-table value of 1.645, and the p-value is $0.00 < 0.05$, indicating a significant effect. The original sample value in this hypothesis is 0.374, indicating a positive direction of the hypothesis.

DISCUSSION

After processing actual data from 160 respondents, all hypotheses were supported.

H1: Price harms customer satisfaction.

The test results show a p-value of $0.014 < 0.05$, and the original sample shows a negative value of -0.153, meaning price hurts customer satisfaction. This study is not the same as the results of previous research by Pasharibu et al. (2018). The test results show that price hurts customer satisfaction. In other words, the higher the price offered, the lower the customer satisfaction. Customers often compare the price of a product or service with alternatives available on the market. If they feel that there is a cheaper alternative with the same or better quality, the high price can make them dissatisfied. Customer price sensitivity varies. Some customers may be susceptible to price, while others may be less sensitive. High prices tend to affect customers who are very sensitive to prices. This study is in line with the research of Akbar & Haryoko (2020), Liana (2021) and Nursakinih (2022), which states that price harms customer satisfaction.

H2: Service quality has a positive effect on customer satisfaction.

The test results show a p-value of $0.022 < 0.05$, and the original sample shows a positive value of 0.273, meaning that service quality positively affects customer satisfaction. This study is the same as the results of previous research by Pasharibu et al. (2018). Initial results suggest that service quality has a positive effect on customer satisfaction. The test results strengthen this finding

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by showing that service quality positively affects customer satisfaction. The higher the quality of service offered, the higher the level of customer satisfaction. Service quality is a significant performance measure for a company because it can help retain consumers through exemplary service, thus creating a satisfying impression for consumers.

Service quality is essential. If the service is of good quality, customers may remain satisfied. However, if the quality is low, customers will feel disappointed. Product quality is essential. If the product produced is of good quality, customers may remain satisfied. However, customers will feel disappointed if the product is of low quality. To achieve high customer satisfaction, companies need to understand customer needs and preferences, offer value that matches the price, and continuously improve the quality of their products or services. Good service quality tends to meet or even exceed customer expectations. When customers receive satisfactory service, they tend to feel satisfied. Good service quality is one of the critical factors in building positive relationships with customers and maintaining their loyalty. Improving service quality is essential in business to ensure ongoing customer satisfaction. This study is in line with research by Hartono (2018), Sari & Mayasari (2022) and Putra et al. (2021), which states that service quality has a positive effect on customer satisfaction.

The trust gained by the company from customers will tend to result in ongoing satisfaction. Customers who feel trusted will be more likely to remain loyal and continue to use the company's products or services. Customer satisfaction with customer service is also closely related to trust. Customers who feel that customer service is responsive and reliable will be more satisfied. This study is in line with research by Mahendra & Indriyani (2018), Putra et al. (2021) and Istiyono & Rizal (2022), which states that trust has a positive effect on customer satisfaction.

H4: Product quality has a positive effect on customer satisfaction.

The test results show a p-value of $0.000 < 0.05$, and the original sample shows a positive value of 0.374, meaning that product quality positively affects customer satisfaction. This study is the same as the results of previous research by Pasharibu et al. (2018), which showed that product quality positively affects customer satisfaction.

The test results show that product quality positively affects customer satisfaction. The higher the product quality, the higher the level of customer satisfaction. High product quality plays a vital role in creating good performance. Good product quality will be based on customer needs and preferences. Products that meet or exceed customer needs tend to increase satisfaction. Durable and reliable products will increase customer satisfaction because they can rely on the product long-term.

This research is in line with the research of Mahendra and Indriyani (2018), Delvianti & Bakkareng (2022), and Istiyono & Rizal (2022), which states that product quality has a positive effect on customer satisfaction.

CONCLUSION

From the results and discussion in the previous chapter regarding the analysis of the influence of price, service quality, trust, and product quality on customer satisfaction, the following conclusions can be drawn:

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1. Price hurts customer satisfaction, so hypothesis H1 is supported.
2. Service quality positively influences customer satisfaction, so hypothesis H2 is supported.
3. Trust positively influences customer satisfaction, so hypothesis H3 is supported.

Product quality positively influences customer satisfaction, so hypothesis H4 is supported.

MANAGERIAL IMPLICATIONS

For skin care companies, considering the tight competition in the skincare sector, business actors are expected to pay attention to customer satisfaction. Regarding customer satisfaction, managers should regularly monitor and understand customer needs, preferences, and expectations. This can be done through customer research and feedback to determine the extent of customer satisfaction. Managers at various levels of the organisation must jointly focus on customer satisfaction as a top business priority to achieve long-term success.

Regarding pricing, managers need to consider pricing decisions and ensure that the prices set align with the company's business strategy. Managers must monitor competitor prices and be able to respond to competitive price changes. Depending on the company's strategy, managers can set lower prices, focus on added value, or set premium prices. For example, they can set price promotions in certain events, such as giving 12.12 discounts in December or giving free shipping promos.

Regarding service quality, managers must set clear quality standards and understand customer expectations of the service. This helps set goals and measure service performance. Managers must also have an effective process for handling customer complaints, such as handling complaints quickly, providing good problem solutions, and communicating effectively with dissatisfied customers.

Implementing appropriate strategies is critical to maintaining consumer trust. For example, companies can take steps such as protecting customer data, maintaining the confidentiality of their personal information and providing warranty guarantees and free return policies in case of a discrepancy between the product received and the consumer's order.

Managers must continuously improve product quality to meet customer expectations. They must also ensure that the products produced meet the established quality standards, such as improving product design, performance, and features and ensuring that the raw materials used in production meet quality standards.

RESEARCH LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

This study has several limitations, one of which is the limited number of respondents, 160 people. Therefore, this study cannot be generalised. Therefore, it is recommended that further research increase the number of respondents in order to obtain more accurate results.

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Suggestions for further research include adding other variables such as customer loyalty, purchase interest, and purchase decisions. Further research can also include other skincare brands to identify factors that can influence customer satisfaction

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