The Influence Of Product Quality, Beauty Influence, And Product Design On Wardah Skincare User Satisfaction In Batam City

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ABSTRACT

The aim of this study was to explore how the quality of beauty products and product design impact the satisfaction levels of Wardah skincare users in Batam City. Employing a descriptive approach with quantitative methods, the study targeted a population of 100 respondents. The sample size was determined using the Slovin formula, resulting in 100 respondents selected through a simple random sampling technique. Data collected underwent analysis using a multiple linear regression model. To assess data quality, classical assumptions, influences, and research hypotheses, multiple linear regression testing and SPSS software were utilized. The outcomes of the multiple linear regression tests revealed that product quality contributed to 35.4% of user satisfaction, while the influence of beauty accounted for 46.3% and product design for 16.2% of user satisfaction. The coefficient of determination (R^2) stood at 79.3%, indicating that 79.3% of Wardah skincare user satisfaction can be elucidated by factors such as Wardah product quality, beauty influence, and product design. The results from hypothesis testing demonstrated a positive and significant correlation between product quality, beauty influence, and product design, and Wardah skincare user satisfaction in Batam City.

Keywords: Product Design, Beauty Influences User Satisfaction, Product Quality

Introduction

Demand for beauty products continues to increase along with consumer awareness of the importance of appearance and skin care. In Indonesia, one of the famous beauty brands is Wardah. This brand is known for its products that emphasize halalness and quality, and has succeeded in building a positive image among consumers. Product quality is the main factor influencing consumer purchasing decisions, while consumer satisfaction and loyalty are influenced by the quality of the products offered

According to (Cesariana et al., 2022) product quality is the main factor considered by consumers before they decide to buy. Consumers tend to look for products that have high quality standards so that they are safe, effective and meet their expectations. Quality products can also build consumer trust in a brand, which in turn can form consumer loyalty. In Indonesia, the cosmetics industry is growing rapidly, creating a large market for cosmetic products. Increasingly fierce competition in this industry indicates the importance of product quality in attracting consumer interest

According to (N. Sari, 2023) Beauty influencers often create beauty trends, and if they use Wardah products, this can help this brand become a trend among beauty lovers. The role of beauty influencers significantly helps Wardah products to reach a wider audience and strengthen their brand image in the beauty industry, providing great influence in the marketing and sales of their products

According to (Reza Khairul Hadi, Asep Sulaeman, 2023) Wardah's product design is based on the company's principles of offering halal, safe and affordable beauty products for all women. As an Indonesian cosmetics brand, Wardah understands various market needs, from skin types to the latest beauty trends. Their product designs also reflect Indonesian and Islamic values by often using motifs and colors that reflect Indonesian culture, such as batik or natural elements.

According to (Hanun et al., 2023) In evaluating the level of satisfaction, companies need to consider five main factors. First, product quality is key, where consumer satisfaction lies in positive experiences when using high-quality products. Second, service quality has an important role, especially in the service sector, where satisfaction is created when service exceeds customer expectations.

Gambar *Complein* Desain Produk

In the picture above, consumer complaints about flaws in skincare product design can include packaging that is impractical or difficult to use, formulations that are not suitable for some users, or perhaps a lack of product innovation that can make it lag behind the latest trends or market needs. That could be an area that Wardah needs to improve or improve in an effort to continually improve the user experience with their products

Based on the explanation of the existing problems, it can be seen from this background that the researcher was encouraged to choose a research title, namely: "The Influence Of Product Quality, Beauty Influence, And Product Design On Wardah Skincare User Satisfaction In Batam City".

Theoretical basis

According to (Hananto, 2021) Product quality refers to the attributes of a product that show the product's ability to function well and even provide more added value, in accordance with consumer expectations and needs. Product quality plays an important role because of its ability to meet customer expectations and needs, add value, and provide a positive experience to users

Product quality factors are various attributes and characteristics of a product that determine the extent to which the product can meet consumer needs and expectations. Product quality is important for business success and customer satisfaction. Some common product quality factors include (Kartikasari, 2021)
1. Performance The ability of the product to carry out its duties without problems.
2. Reliability Product consistency in providing good performance from time to time.
3. Durability The product can function for a long time without experiencing a decrease in performance.
4. Design Aesthetic, usability and safety aspects in product design.

Understanding and improving these factors will help manufacturers improve the quality of their products, which in turn can create customer loyalty and an edge in the marketplace.

According to (Madiawati et al., 2021) Product quality indicators
1. Strength and Durability The ability of a product to withstand and not be damaged when used under normal or extreme conditions.
2. Reliability The level of possibility that a product will experience damage or failure within a certain period.
3. Performance The extent to which the product can perform the promised function well and efficiently.Beauty Influencer adalah seseorang yang dikenal luas dan memiliki keahlian di bidang kecantikan. Mereka berperan sebagai penginformasian produk kepada konsumen. Review dari seorang

Beauty Influencers have a huge impact especially on their followers, especially women. Women tend to be more affected and susceptible to the desire to buy beauty products, such as makeup, even in excessive quantities. Influencers have roles that vary according to their specialization and focus. (Kartikasari, 2021)s

According to ((Zohrah & Yusuf, 2019) The factors that influence the concept of "beauty influence" can vary between individuals. But, there are some general factors that play an important role in this:
1. Social Media Platforms such as Instagram, YouTube, and TikTok influence perceptions of beauty through images and content posted by celebrities and other users, shaping beauty standards.

2. Beauty Industry Cosmetics, fashion and advertising companies contribute greatly to shaping the perception of beauty through the advertisements, promotional campaigns and products they offer.
3. sCulture and Social Norms Norms and culture in a society greatly influence views about beauty, with each culture having its own standards of beauty.

The use of beauty influencers in marketing can be measured using measurement indicators. According to Kertamukti 2015 (in Muham, 2019) there are 4 (four) measurement indicators that can be used to measure beauty influencers, namely: (A. E. Sari & Trisnowati, 2023)

1. Visibility,
2. Credibility.
3. Attraction,
4. Power,.

Product design is a reflection of a company's ability to determine their position in the business market. For companies, good product design includes ease in the production and distribution process. Meanwhile, for consumers, a well-designed product is one that is aesthetic, easy to access, installed, repaired and can be easily disposed of (Cesariana et al., 2022)

The success of product design lies in the detailed planning of the product or service in accordance with the desired goals. There are several factors that influence product design: (Ekonomi, 2020)

1. Product Function Each product has a different function, depending on the needs to be fulfilled.
2. Standards and Specifications Product specifications and standards cover various elements such as connections, shape, size, quality, material and color.

Some indicators used to assess product design include: (Madiawati et al., 2021)

1. Latest model
2. Color
3. Design variations

According to (Damayanti et al., 2023) consumer satisfaction reflects the situation when customers feel that their needs and desires have been met as expected. This means that customer satisfaction is an effort to fulfill the needs or services they are looking for, both in the form of goods and services.

The factors that influence user satisfaction are very diverse. Some of the main elements that play an important role in influencing customer satisfaction include: (Putri et al., 2020)

1. Product or service quality that meets high standards has a significant impact on user satisfaction levels.
2. Ease of Use A simple interface and easy-to-understand user experience can instantly increase user satisfaction.
3. Customer Service Good quality customer service and fast responses to user questions or problems play a major role in influencing their level of satisfaction.

Customer satisfaction indicators consist of: (Darwati, 2022)

1. suitability of expectations, interest in revisiting, and willingness to recommend the product or service to others.
2. Interest in returning to visit reflects customer satisfaction with service, product benefits, or adequate facilities.
3. Meanwhile, willingness to recommend can be influenced by satisfaction with the service, facilities offered, or value obtained from the product.

Research methods

The research methodology employed here utilizes a questionnaire-based data collection approach, incorporating indicators converted into questions and distributed among respondents.

The questionnaire utilized a Likert scale to gauge measurements. The study, focusing on the impact of product quality, beauty influence, and product design on the satisfaction of Wardah skincare users in Batam City, involved 100 consumers of Wardah skincare products.

Validity and reliability tests were integral to ensuring the instrument's quality. Validity was determined by correlating individual question scores with the overall score, while reliability assessed the number of questions meeting specific standards. The research employed Cronbach's Alpha to test reliability, ensuring consistency within the instrument.

The chosen analytical method was the multiple linear regression analysis technique. This method allows for the examination of relationships among multiple variables. The equation for multiple linear regression in this research can be described as follows: [Insert equation here].

$$Y=a+b\,X1+b2X2+b3X3$$

Information:

Y= Dependent variable (purchasing decisions in this research)

a-Constant value (Y value if X1X2X3 = 0)

b=Regression coefficient value (the value of increase or decrease in the dependent variable based on the two variables more/more)

RESULTS

In this research context, validity assessment involves comparing the calculated correlation coefficient (r) with the critical value from the correlation table (r table). To find the r table value, the formula n - 2 is applied, where n represents the number of responses. With 100 responses, dividing by 2 results in 98 degrees of freedom. This value is used to determine the approximate critical value from the r table for assessing the significance of the correlation coefficient..

Table 1
Validity of Product Quality X1

Statement	R Count	R Table	Information
X1.1	0.896	0.1654	Valid
X1.2	0.788	0.1654	Valid
X1.3	0.820	0.1654	Valid
X1.4	0.847	0.1654	Valid
X1.5	0.851	0.1654	Valid

Sumber : Research Data Results (2023)

Tabel 2
Validity Beauty Influence (X2)

Statement	R Count	R Table	Information
X2.1	0.899	0.1654	Valid
X2.2	0.893	0.1654	Valid
X2.3	0.901	0.1654	Valid
X2.4	0.803	0.1654	Valid
X2.5	0.866	0.1654	Valid

Sumber : Research Data Results (2023)

Tabel 3
Validity Prodact Design (X3)

Statement	R Count	R Table	Information
X3.1	0.911	0.1654	Valid
X3.2	0.919	0.1654	Valid
X3.3	0.920	0.1654	Valid
X3.4	0.885	0.1654	Valid
X3.5	0.889	0.1654	Valid

Sumber : Research Data Results (2023)

Based on the validity test results in the table above, namely product quality, beauty influence and product design variables, it can be stated that the data obtained is valid. It can be said to be valid because r calculated is greater than r table.

In this research, a reliability test was used on 100 respondents. The following are the results of the reliability test:

Tabel 4
Reability Test

Statement	Cronbach' Alpha	Information
Product Quality (X1)	0.946	Valid
Beauty Influence (X2)	0.922	Valid
Product Design (X3)	0.944	Valid
User Statisfaction (Y)	0.946	Valid

Sumber : Research Data Results (2023)

Table 4 attached shows the results of the reliability test for all statements that are research variables. The results of the analysis show that the Cronbach alpha value for all variables is greater than 0.60. In a questionnaire, a statement is considered reliable if the Cronbach alpha value is greater than 0.60. This figure shows that the results of the reliability test can be said to be reliable for all statements regarding the research variables. Therefore, the data used in this research is reliable and suitable for use in further research.

The following are the results of multiple linear regression analysis tests obtained by the regression coefficients which are explained in the table below:

Tabel 5
Multiple linear regression Test results

Model	Unstandardizal Coefficients		Standardized Coefficient	T	
	B	Std. Error	Beta		Sig
(Constant)	0.048	0.989		0.048	0.962
Product Quality	0.354	0.106	0.340	3.331	0.001
Beauty Influence	0.463	0.103	0.433	4.491	0.001
Desain Produk	0.162	0.090	0.166	1.802	0.075s
Dependent Variable ; User Statisfaction					

Sumber : Research Data Results (2023)

Derived from the graph above, the multiple linear regression equation can be mathematically expressed as follows:

$Y = 0.048 + 0.354 (X1) + 0.463 (X2) + 0.162 (X3)$

So, from the analysis of the regression equation:

1. The constant of 0.048 suggests that when the variables for product quality (X1), beauty influence (X2), and product design (X3) are all at 0, the user satisfaction variable (Y) would be expected to be 0.048.
2. A regression coefficient of 0.354 for X1 implies that a one-unit increase in product quality corresponds to a 35.4% increase in user satisfaction, holding other variables constant. This positive correlation signifies that higher product quality is associated with increased satisfaction among Wardah skincare users.
3. The regression coefficient of 0.463 for X2 indicates that a one-unit increase in beauty influence leads to a 46.3% increase in user satisfaction, assuming other variables remain constant. This positive correlation demonstrates that higher levels of beauty influence are linked to greater satisfaction among Wardah skincare users.
4. A regression coefficient of 0.162 for X3 suggests that a one-unit increase in product design results in a 16.2% increase in user satisfaction, keeping other variables constant. This positive correlation signifies that enhancing product design leads to increased satisfaction among Wardah skincare users.The folloing are the results of partial hypothesis testing and determination

Tabel 6
T Test Results (Parsial)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig
1	(Constanta)	1.780	1.084		1.641	0.104
	Product Quality	0.890	0.055	0.853	16.205	<.001
	Beauty Influence	0.922	0.055	0.863	16.916	<.001
	Product Design	0.792	0.057	0.812	13.784	<.001
a Dependent Variable: User Statisfaction						

Sumber : Research Data Results (2023)

Based on the results of Table 6 above, the results of the partial T test can be explained as follows:

1. The t-value for Product Quality (X1) is 16.205, lower than the critical t-table value of 1.986 (with degrees of freedom, df = n - k = 100 - 4 = 96), and the significance value is 0.000 < 0.05. This analysis indicates a significant positive effect of Product Quality (X1) on User Satisfaction (Y). Therefore, the first hypothesis, stating "Product quality has a positive and significant effect on the satisfaction of Wardah skincare users in Batam," is accepted based on this evidence.
2. The t-value for Beauty Influence (X2) is 16.916, surpassing the critical t-table value of 1.986 (with df = n - k = 295 - 4 = 291), and the significance is 0.000 < 0.05. This signifies a significant positive impact of Beauty Influence (X2) on User Satisfaction (Y). Consequently, the second hypothesis, claiming that "The influence of beauty has a

positive and significant effect on Wardah skincare user satisfaction in Batam City," is accepted based on this outcome.

3. The t-value for Product Design (X3) is 13.784, which is less than the critical t-table value of 1.986 (with df = n - k = 295 - 4 = 291), and the significance is 0.000 < 0.05. These findings suggest a significant positive effect of Product Design (X3) on User Experience (Y). Therefore, the third hypothesis, stating that "Product quality has a positive and significant influence on User Experience," is accepted based on this analysis.The following are the results of the Determination Coefficient Analysis test (R2)

Tabel 7
Coefficient Of Determination Analysis Test Results (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate
1	0.894	0.799	0.793	1.952
a Predictors; (contant), Desain Produk,Beauty Influence, dan Kualitas Produk				
b Dependent Variable: Kepuasan Pengguna				

Sumber : Research Data Results (2023)

Based on the results of the previous output table, the coefficient of determination (R2) value was 0.793. This indicates that 79.3% of the variation in the dependent variable (e.g., Customer Satisfaction) can be explained by Product Quality (X1), Beauty Influence (X2), and Product Design (X3), as investigated in this study. Meanwhile, the remaining 20.7% is influenced by other factors not included in the regression model.

DISCUSSION

1. The Impact of Product Quality on User Satisfaction
    Upon analysis, it was evident that product quality significantly and positively influenced the satisfaction of Wardah skincare users in Batam. The calculated r value of 16.205 surpassed the critical t-table value of 1.986, highlighting the substantial impact of product quality on user satisfaction. Satisfaction was associated with meeting expected results tailored to various skin types without causing adverse effects like irritation or allergies. Wardah's utilization of natural ingredients also contributed positively, appealing to individuals concerned about ingredient quality. This analysis confirmed the significant positive influence of product quality on the satisfaction of Wardah skincare users in Batam.

2. The Influence of Beauty Influence on User Satisfaction
    The study indicated a substantial positive influence of Beauty Influence on user satisfaction with Wardah skincare products in Batam. The calculated r value of 16.916 exceeded the critical t-table value of 1.986. Wardah Cosmetics attributed this positive impact to the persuasive communication skills of beauty influencers when articulating information about their skincare products. These influencers significantly impacted user satisfaction, aligning with previous studies by Zukhrufani & Zakiy (2019) and Purwanto & Pakan (2022), which affirmed the positive impact of beauty influencers on skincare product satisfaction. Expertise in delivering comprehensive reviews instilled confidence and trust in consumers, contributing to heightened satisfaction, echoing Hutapea's belief that beauty influencer expertise profoundly shapes user satisfaction.

3. The Impact of Product Design on User Satisfactio
    The analysis unveiled that overall product design significantly and positively influenced the satisfaction of Wardah skincare users in Batam. With a calculated r value of 13.784

8

surpassing the critical t-table value of 1.986, it was evident that Product Design played a pivotal role in user satisfaction. Past studies have underscored the significance of factors like practical packaging, clear information, and design suitability. Practical, informative, and visually appealing designs enhanced user satisfaction, while elements like texture, aroma, and usability further shaped perceptions of product design and overall user experience.Conclusion

Based on the results of the analysis that has been described, it can be concluded that:

1. Product quality has a positive and significant impact on the satisfaction of Wardah skincare users in Batam City.
2. Beauty Influence has a positive and significant influence on the satisfaction of Wardah skincare users in Batam City.
3. Product design also has a positive and significant influence on the satisfaction of Wardah skincare users in Batam City.
4. Overall, product quality, Beauty Influence, and product design all have a positive and significant impact on Wardah skincare user satisfaction in Batam City.

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