

# The Influence of Product Quality and Marketing Strategy Management on Consumer Satisfaction and Customer Loyalty with the Use of WardahSkincare Products in Jambi City

Nadya Eka Putri<sup>1</sup>, Sri Halimah<sup>2</sup>, Rifqi Habibi<sup>3</sup>, Pandu Dewananta<sup>4</sup>, Naziroh Nurul Ipada<sup>5</sup>, Ratna Labaika<sup>6</sup>, Nurlia Fusfita<sup>6</sup>, Agusriandi<sup>7</sup>

Universitas Islam Negeri Sulthan Thaha Saifuddin Jambi, Indonesia

Correspondence Authors: [nadyaekaputri@gmail.com](mailto:nadyaekaputri@gmail.com)

Article history: received June 25, 2024; revised August 13, 2024; accepted August 26, 2024

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## Abstract

Beauty care has become a crucial necessity in modern society, not only for enhancing appearance but also for skin health. The inundation of the market with beauty products and advertisements creates a strong urge for individuals, especially women, to consume beauty products and services for desired appearances. In efforts to attract consumers, beauty business owners strive to provide the best services to fulfill consumer satisfaction. Consumer satisfaction becomes the primary focus for consumer-oriented companies, with consumer loyalty formed from a combination of satisfaction and complaint handling. Consumers, as key players in the business ecosystem, play a significant role in determining product acceptance in the market. Product quality is a crucial factor in creating customer loyalty, with perceived quality by customers playing a crucial role in enhancing satisfaction and ultimately strengthening customer loyalty. Therefore, a deep understanding of consumer needs and preferences, along with efforts to maintain high product quality, is key to successfully building long-term customer loyalty.

**Keywords:** Akulaku, Akulaku paylater; Islamic economy

## INTRODUCTION

In line with economic, technological and cultural developments in this modern era, beauty care has become a need that is considered important for some people, especially women. It's not just about making your appearance attractive. But the most important thing is for skin health. Regular facial skin care is important to do, especially for consumers who are mostly outside the home/office building.

Every woman and various social groups dream of being beautiful and attractive. By being beautiful, a woman is more confident and more accepted in society. Beauty is a business with high profits for the beauty industry.

The presence of the market and advertisements that make promises accompanied by various beauty products, which ultimately makes women become helpless and always want to consume objects or services for the sake of beauty. This phenomenon supports the emergence of many beauty clinics that offer products and services to meet people's needs for beauty treatments.

In attracting consumers, business owners try their best to provide everything that is best to meet consumer satisfaction. Kotler and Killer explain that satisfaction is a person's feeling of joy or disappointment that arises from comparing the performance of a product (or results) against their expectations. For consumer-centered companies, consumer satisfaction is a marketing goal and target. Companies must pay better attention to the level of customer satisfaction. This can be seen from Kotler and Killer's statement that: "*Consumers' decisions to be loyal or disloyal are an accumulation of many small problems within the company. Consumer loyalty is obtained due to a combination of satisfaction and complaints. If performance matches expectations, consumers will*

*be satisfied. If performance exceeds expectations, consumers will be very satisfied or happy.”*

Consumers are individuals or groups who have an urgent role for the company. This is because consumers have access to the existence of products on the market so that all company activities will be attempted to be able to position the product so that it can be accepted by consumers. The existence of heterogeneous needs then becomes the basis for consumers to carry out selection actions regarding the availability of various alternative products.

The quality of the product is also very important to create customer loyalty. The quality perceived by customers is basically the customer's overall perception of product quality. Quality as a significant predictor of customer loyalty, in the long term is an important predictor of superior economic returns through repeated sales. The perceived quality of a product or service is not the same as the satisfaction resulting from comparing

expectations with performance. It is also suggested that when the perceived quality of a particular product increases, the expected customer satisfaction will also increase and ultimately this can lead to customer loyalty. Customers who are satisfied will increase their loyalty.

## **Literature Review**

### **Product quality**

Product quality is the ability of a product to perform its function, this includes overall durability, reliability, accuracy, convenience, operation and repair of the product as well as other product attributes. (Kotler, P., & Armstrong, G., 2018)

### *Marketing Management*

Marketing management can be defined as the process of planning and implementing thinking, setting prices, promoting and distributing ideas, products and services to create exchanges that satisfy individual and organizational goals (Kotler, P., & Keller, K. L., 2018)

### *Customer satisfaction*

Satisfaction is a person's feeling of joy or disappointment that arises after comparing the performance (results) of the product in mind against the expected performance (results). If the performance is below expectations, then the customer is dissatisfied. If the performance meets expectations, the customer is satisfied. If the performance exceeds expectations, customers are very satisfied or happy (Kotler and Keller, 2018). According to Tjiptono (2012) in Sahabuddin (2019) satisfaction is the difference between expectations and performance. Customer satisfaction is always based on efforts to eliminate or narrow the gap between expectations and performance. <sup>3</sup>Meanwhile, according to Fecikova (2010) in Sahabuddin (2019), satisfaction is a feeling that results from evaluating what is felt compared to expectations, which is related to the customer's desires and needs for a product or service.

Based on the opinions of experts, it can be concluded that satisfaction is a feeling of pleasure that arises from a person because his or her needs or desires can be fulfilled. The satisfaction obtained by customers is the result of an evaluation or assessment of the features of the product or service they use to fulfill their needs, which

where performance meets or even exceeds expectations. According to Kotler in Tjiptono (Tjiptono, 2011) states that in measuring customer satisfaction there are four methods, namely: (1) Complaint and suggestion system, (2) Customer satisfaction survey, (3) Ghost shopping, and (4) Lost customer analysis. Many previous researchers have studied customer satisfaction, including Al Rasyid, Harun. (2017)., Rinaldi, Edza., Sumarwan, Ujang., and Yulianti, Lilik N. (2012)., Sahabuddin, Romansyah. (2019), Zakaria et al (2014), Noyan, Fatma & Simsek, Gulhayat. (2011), Ozatac et al (2014). (Sahabuddin, Romansyah, 2019)

### *Customer loyalty*

Kotler and Keller (2018) state that loyalty is a deeply held commitment to purchase or support a preferred product or service again in the future even though the influence of the situation and marketing efforts have the potential to cause customers to switch. Consumer loyalty is a consumer's effort to remain loyal with awareness, impression of quality, satisfaction and strong pride in a product which is followed by repeat purchases. Cristopher and Lauren in Setiawan (2011) state that loyalty is a customer's willingness to continue to subscribe to a company in the long term, by purchasing and using its goods and services repeatedly, and voluntarily recommending the company's products to others. According to Selnes (Selnes, 1993) in Al-Rasyid (2018), customer loyalty can be formed if the customer feels satisfied with the brand or level of service received, and intends to continue the relationship. Kotler (2002) customer loyalty reflects customer loyalty to a brand. Brand loyalty is divided into four groups:

1. Primary Loyalty, consumers buy one brand all the time.
2. Separate loyalty, consumers are loyal to two to three brands.
3. Shifting loyalty, consumers shift from one brand to another
4. Switching, consumers do not show loyalty to any brand

## RESEARCH METHOD

This research uses quantitative research. This research was conducted by distributing questionnaires to respondents who had purchased or used Wardah cosmetics to Wardah customers. The questionnaire was distributed via social media in the form of Google form. The sampling method used in this research is non-probability sampling, meaning that it does not provide the same chance or opportunity for each element or member of the population for the population to be selected as a sample. Meanwhile, the research sample used in the research used a purposive sampling technique, namely a sampling technique for data sources with certain considerations. Where the considerations in this research are consumers who have purchased or used Wardah cosmetics among Wardah customers.

## RESULTS AND DISCUSSIONS

Data collected by distributing questionnaires directly to consumers who have purchased Wardah products. Below is a description of the name, gender, age and domicile of the respondent. From the results of the questionnaire, it is known that the majority of respondents who use Wardah products are 30 female, teenagers and adults and there are no male users. Based on research conducted by the author on 30 respondents who are consumers who use the product, the respondents' answers to find out the results of the respondents' responses to the questions asked, a nominal scale was used with the answer options Very, Somewhat, Not Enough with indicators of the dimensions of product use experience, quality, marketing strategy, product price, product purchases, product loyalty as dependent variables.

### 1. Product Use Experience

For the question regarding consumer experience in using Wardah products, there were 30 respondents. As many as 48.4% gave quite satisfactory responses, 32.2% of respondents said they were very satisfactory, and 12.9% gave unsatisfactory responses.

### 2. Quality

For the question whether the quality of Wardah products influences consumer decisions in purchasing Wardah products, 30 respondents. As many as 71% gave quite satisfactory responses, 12.9% gave unsatisfactory responses, 9.7% gave very satisfactory responses, and 6.5% gave unsatisfactory responses.

### 3. Marketing strategy

For the question of what consumers think about the marketing strategy implemented by

Wardah products, there were 30 respondents. As many as 64.5% gave quite satisfactory responses, 19.4% gave unsatisfactory responses, 9.7% gave unsatisfactory responses, and 6.5% gave very satisfactory responses.

**4. Product Price**

For the question of how satisfied consumers are with the price of Wardah products, there were 30 respondents. As many as 58.1% gave quite satisfactory responses, 19.4% gave unsatisfactory responses, 12.9% gave unsatisfactory responses, and 9.7% gave very satisfactory responses.

**5. Product Purchases**

For the question of how often consumers buy Wardah products, there were 30 respondents. As many as 60% responded sometimes, 16.7% responded very often, 13.3% responded not often, and 10% responded very rarely.

**6. Loyal to Products**

to the question whether consumers feel loyal to the Wardah brand after using Wardah products for a certain period of time, there were 30 respondents. As many as 51.6% gave very loyal responses, as many as 29% gave less loyal responses, as many as 9.7% gave very loyal responses, and as many as 9.7% gave disloyal responses.

**Figures and Tables.**

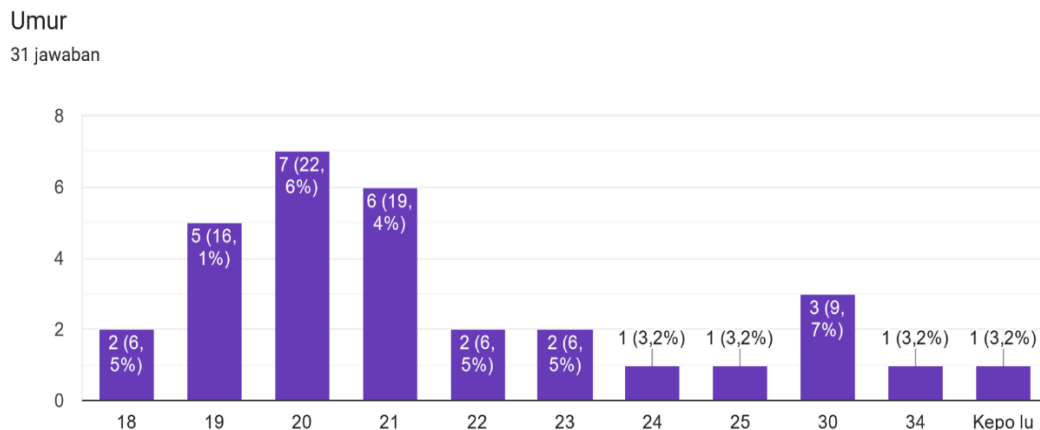


Figure 1. Respondent Statistics by Age

Bagaimana pendapat anda tentang strategi pemasaran yang diterapkan oleh produk skincare wardah?

31 jawaban

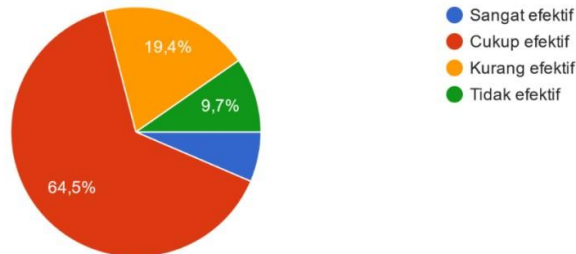


Figure 2. Second Question

Bagaimana pengalaman anda menggunakan produk skincare wardah?

31 jawaban

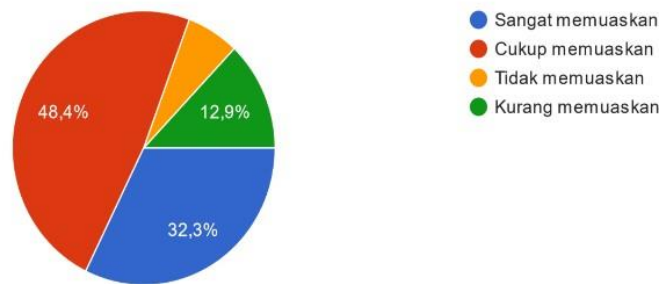


Figure 3. Third Question

Sejauh mana kualitas produk wardah memengaruhi keputusan anda dalam membeli produk skincare wardah?

31 jawaban

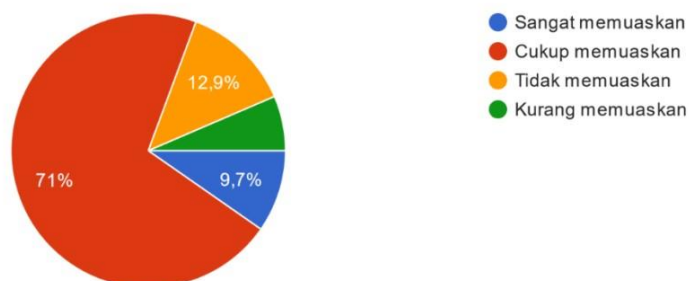


Figure 4. Fourth Question

Bagaimana pendapat anda tentang strategi pemasaran yang diterapkan oleh produk skincare wardah?

31 jawaban

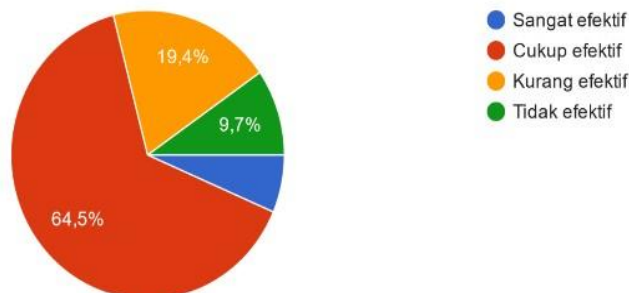


Figure 5. Fifth Question

Seberapa sering anda membeli produk wardah?

30 jawaban

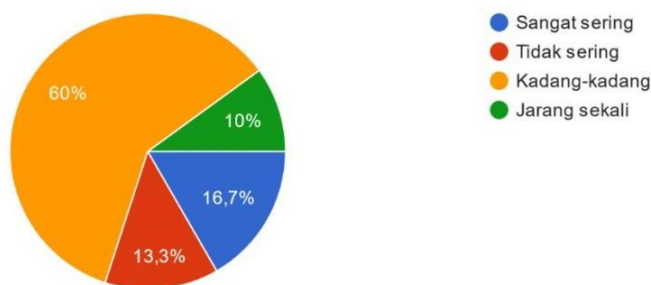


Figure 6. Sixth Question

Apakah anda pernah merasakan loyal terhadap merek wardah setelah menggunakan produk mereka dalam jangka waktu tertentu?

31 jawaban

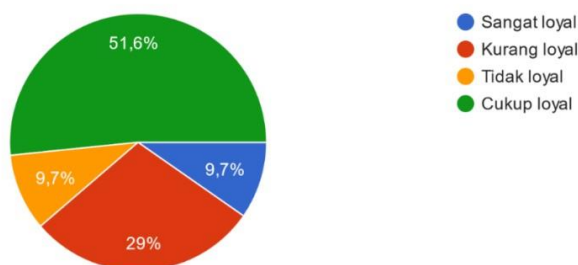


Figure 7. Seventh Question

## CONCLUSION

Based on data collected through distributing questionnaires to consumers who use Wardah products, several conclusions can be drawn, The majority of Wardah product users are teenage and adult women, with no male respondents in the sample of 30 respondents investigated. The experience of using Wardah products received quite satisfactory responses from the majority of respondents (48.4% quite satisfactory and 32.2% very satisfactory), although there was a small number who



considered the experience less than satisfactory (12.9%). The overall quality of Wardah products was considered quite satisfactory by the majority of respondents (71% quite satisfactory), but there were a small number who considered it unsatisfactory (6.5%) or even unsatisfactory (12.9%). Wardah's product marketing strategy received quite satisfactory responses from the majority of respondents (64.5% quite satisfactory), although there were some who felt less satisfied (19.4%) or even dissatisfied (9.7%). The price of Wardah products was considered quite satisfactory by the majority of respondents (58.1% quite satisfactory), although there were some who were less satisfied (19.4%) or even dissatisfied (12.9%). The frequency of purchasing Wardah products varies, with the majority of respondents purchasing these products sometimes (60%), followed by a small percentage who purchase them very often (16.7%), not often (13.3%), or rarely (10%). Most respondents felt loyal to the Wardah brand after using its products for a certain period of time (51.6% very loyal and 9.7% quite loyal), although there were a small number who felt less loyal (29%) or even disloyal (9, 7%). Thus, it can be concluded that in general, Wardah products are considered quite satisfactory by the majority of respondents, but there is still room for improvement, especially in the aspects of quality, marketing strategy and product price to further increase consumer satisfaction and loyalty.

#### ACKNOWLEDGEMENTS

We would like to express our deepest gratitude to all those who have contributed to the completion of this research. Our heartfelt thanks go to:

1. Universitas Islam Negeri Sulthan Thaha Saifuddin Jambi, for providing the institutional support and resources necessary for this study.
2. The oil palm farmer groups, whose participation and cooperation were invaluable. Your willingness to share your experiences and challenges made this research possible.
3. Our colleagues and research assistants, for their dedication and hard work in collecting and analyzing the data.
4. The financial and administrative staff, for their support in managing the logistics of the research project.
5. Family and friends, for their constant encouragement and understanding throughout the research process.

We also extend our thanks to the journal editorial team and reviewers for their constructive feedback and guidance, which greatly enhanced the quality of this work.

This study would not have been possible without the collective effort and support of all involved. We hope that the findings will contribute meaningfully to the improvement of financial literacy among palm oil farmer groups and support their economic welfare and business sustainability.

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