



Customer satisfaction acts as a mediator variable in the relationship between customer citizenship behavior and the halal label, pricing, and product quality

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ABSTRACT

This study aims to analyze how the influence of the halal label, price and product quality on customer citizenship behavior with Customer satisfaction as a mediating variable for Wardah Cosmetics customers in Padang City. This research was conducted using a quantitative method. The population in this study are Wardah Cosmetic customers in the city Padang who is Muslim and bought Wardah products in the last 6 months. The research sample is 374 respondents. This study uses a structural equation model (SEM) test with smart PLS software as a data analysis tool. The results of this study found that: (1) Halal Label has a positive influence on Customer Satisfaction. (2) Price has a positive influence on Customer Satisfaction. (3) Product quality has a positive influence on Customer Satisfaction. (4) Product Quality has a positive influence on Price. (5) Customer Satisfaction has a positive influence on Customer Citizenship Behavior

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INTRODUCTION

In recent years, the cosmetics business has experienced very rapid progress as seen from the many new cosmetic brands that have sprung up in several countries in Asia such as Korea and Indonesia. In 2021, based on data from the Central Statistics Agency (BPS), cosmetics, which include the pharmaceutical, chemical and traditional medicine industry sectors, experienced growth of up to 9.61%. In addition, BPOM also noted that the cosmetics industry experienced an increase in the number of companies of up to 20.6% (suara.com).

The number of cosmetic brands that offer various kinds of advantages causes consumers to switch to try other brands, efforts to anticipate the switching of consumers in buying something, so cosmetic companies must be able to build a marketing concept that positions consumers to voluntarily participate in helping cosmetic marketing without realizing it. According to Yi & Gong (2013) customers will even voluntarily recommend products or companies that are considered quality for them. This can improve the company's image in the eyes of customers and become one of the ways the company can be recognized by the general public through recommendations from customers.

One of the factors that influence Customer Citizenship Behavior is customer satisfaction (Van Tonder & De Beer, 2018). Satisfaction is a feeling of pleasure or disappointment that results from comparing the perceived performance or product against expectations. Wardah Cosmetics is a popular and well-known cosmetic brand in Indonesia, but it cannot be denied that customer satisfaction

problems can occur at any time. One example of Wardah's customer satisfaction problem is complaints from consumers regarding product quality that does not match their expectations. Various ways can be done by Wardah companies to increase customer satisfaction, namely by paying attention to halal labeling factors, price and product quality.

One of the considerations for consumers before buying a product is the halal label on the product packaging. In Islamic teachings, it is required to use and consume halal products. Halal products in Indonesia must obtain a halal certificate from the Institute for Food, Drug and Cosmetic Studies of the Indonesian Ulema Council (LP POM MUI). It is known that until now there are still several cosmetic brands that do not include halal labels on their packaging, and have not even received halal certification by MUI. The absence of a halal label on the product makes Muslim consumers consider before purchasing a product and often they will switch to other products that are definitely halal. One of the beauty companies in Indonesia that prioritizes the halalness of its products is the Wardah cosmetics company which is a pioneer of halal beauty products in Indonesia.

Another factor that makes Wardah products one of the well-known brands in Indonesia is in terms of price. According to Kotler et al in Zhao et al (2021) Price is the amount of money given to a product or service. Consumers will be very satisfied with the price of a product if it matches the quality they want, especially if the price of the product is cheaper than products from other brands that have equivalent quality. Apart from the halal label and price, product quality has an important role in consumer satisfaction. Product quality is a characteristic of a product or service that is judged by its ability to meet stated or implied customer expectations and needs, a product can be said to be of quality if the product meets customer needs.

Wardah as a pioneer for halal beauty products in Indonesia managed to achieve total sales of Rp. 13.4 billion in the marketplace within 2 weeks (compas.co.id) seen from Wardah's success in achieving high sales within 2 weeks, of course in accordance with the quality of Wardah products can attract consumers to buy Wardah products. However, Wardah's products are not entirely superior to products from other brands, for example in face mask products which occupy the fifth position in the Top Brand Index in 2021 and 2022 and the fourth position in 2020, this is due to the quality of face masks produced by Wardah which is not optimal. Customers who are satisfied with the halal label, price and product quality will voluntarily recommend the brand to other customers and they even tend to worry about the brand or company. This is in line with the nature of customer citizenship behavior which will voluntarily recommend, help customers, provide feedback. Customers with high CCB (Customer Citizenship Behavior) mean that these customers feel happy and proud of a company that continues to grow, according to Zhu et al (2016) companies are able to build high CCB towards customers when the company can provide services that satisfy customers.

LITERATURE REVIEW

Customer citizenship behavior

Customer citizenship behavior is the role of customer willingness behavior (extra-role) who is willing to provide an assessment for the company, but is not really needed in realizing value co-creation which consists of feedback, advocacy, helping, and tolerance. Meanwhile, according to Bove et al in Gong & Yi (2021) Customer Citizenship Behavior is voluntary behavior outside the role required by customers to deliver services, which aims to provide assistance and is conducive to effective organizations. Johnson and Rapp in Gong & Yi (2021) state customer citizenship behavior as customer choice behavior and extra roles that benefit the organization. According to Bettencourt (1997) civic behavior is voluntary and discretionary customer behavior beyond what is necessary for service delivery, such as helping other customers, offering helpful suggestions to other customers, or providing feedback to the company. Customers with high CCB mean that these customers feel happy and proud of a company that continues to grow, according to Zhu et al (2016) companies are able to build high CCB towards customers when companies can provide services that satisfy customers.

Customer satisfaction

Customer satisfaction is a key concept in modern marketing thinking and practice, which emphasizes providing satisfaction to customers and getting profits in return (Y. Yi & Nataraajan, 2018). According to Baumeister et al (2022) customer satisfaction is formed through expectations and realization and whether expectations are met or not met or even exceeded. Meanwhile, according to Wu et al (2021) consumer satisfaction results from the gap between results and expectations. According to Kumar et al (2013) customer satisfaction affects loyalty, word of mouth and intention to repurchase or revisit, which affects the company's financial performance. Satisfied consumers are consumers who believe that the product or service is worth buying, which will encourage them to make repeat purchases. Conversely, if products and services do not meet consumer expectations, consumers will not be satisfied, so they do not buy and do not recommend to other consumers (Chien & Chi, 2019).

Halal label

Label is a product component related to marketing. Product labels provide various benefits for consumers, contribute to value and usability (Jamal & Sharifuddin, 2015). The word halal comes from Arabic which means "permissible", historically halal is a concept that has covered every aspect of a Muslim's life (Suryawan et al., 2022). The halal label is an important element that represents the legality of a product, trade and material factors (Hussain et al., 2016). According to Borzooei & Asgari (2013) Halal labels are an important source of information that eliminates uncertainty in consumer thinking. For Muslim consumers, the halal label is important information to ensure that the products they use are halal (Nugraha et al., 2022). According to Bashir (2019) the halal label is an important symbol to distinguish between healthy and unhealthy products, as well as safe and unsafe products, besides that the halal logo states Islamic criteria, which are permitted by Islamic law, while for non-Muslims, products with a halal logo emphasizes product safety, hygiene, and quality.

Price

The only aspect of the marketing mix that generates income is price, while other aspects generate costs (Zhao et al., 2021). According to Kotler et al in Zhao et al (2021) price is the amount paid for a product or service and the amount of value exchanged by consumers for the benefits of a product or service that is available or is being used. According to Monroe in S. Yi et al (2018) price is the level at which something is worth the money paid. According to S. Yi et al (2018) in marketing research, price is considered an important factor that determines customer expectations and therefore their evaluation of their purchases.

Product quality

Product quality is the ability of a product to perform its functions which include product durability, reliability, precision, ease of repair operations and other valuable attributes (Trentin et al., 2012). According to Kotler and Armstrong in Soliha et al (2019) product quality is a product or service characteristic that depends on its ability to satisfy customer needs.

The effect of the halal label on customer satisfaction

The halal label is an aspect that influences consumer satisfaction where the existence of a halal label on a product will increase consumer confidence in the product to be consumed. Muslim consumers will be more satisfied in buying products labeled halal because it can increase their trust in the products they will consume. According to Al-Ansi et al (2019) halal customers evaluate the disadvantages and advantages of consuming halal food so that their satisfaction and trust increase when they perceive the risks of halal food, this means that the general risks of halal food increase customer trust and satisfaction. Shah et al (2020) in their research showed that religiosity has a moderating effect on the relationship between halal social media and Muslim customer brand satisfaction.

H1: Halal label has a positive effect on customer satisfaction

The effect of price on customer satisfaction

Price has a significant effect on customer satisfaction, consumers will switch to other services if the price does not match their expectations (Aslam & Frooghi, 2018). In line with research by Moriuchi & Takahashi (2016) that price does play a role in overall consumer satisfaction, the results also indicates that, when the price is perceived as good, it may also indicate a fair price, compared to other competing stores. Thus, the fairer the pricing, the higher the level of consumer satisfaction. Kaura (2013) states that price perception has a positive effect on customer satisfaction. Customers will be satisfied when they believe that prices are reasonable and transparent.

H2: Price has a positive effect on customer satisfaction

The effect of product quality on customer satisfaction

Soliha et al (2019) in their research stated that product quality has a positive effect on consumer satisfaction, if the product offered by a company is of good quality, the customer will immediately buy and consume the product beyond customer expectations so that they are satisfied with the product. Product quality plays an important role in shaping consumer satisfaction, the better the quality of the products provided by companies, the higher the level of customer satisfaction with the company (Hallencreutz & Parmler, 2019). According to Gök et al (2019) product quality is a strong antecedent of customer satisfaction, that contrast theory explains the product evaluation process and product quality which enlarges the gap between the product received and the product expected by the customer.

H3: Product quality has a positive effect on customer satisfaction

The effect of product quality on price

Boyle et al (2018) stated in their research that the perception of product quality is a function of price. Konuk (2019) stated in his research that product quality affects price, when the product quality perceived by customers is high and if they feel evaluating prices fairly, customers will think that the product is reasonable to buy according to product quality. Prices can provide additional information about quality and intrinsic value for consumers, for example showing social status when consuming and being seen by others (Mastrobuoni et al., 2014).

H4: Product quality has a positif effect on price

The effect customer satisfaction on customer citizenship behavior

According to Y. Yi et al (2013) in his research, if the level of customer satisfaction is high, customers will be involved voluntarily to provide information about the company to other customers, where this behavior is considered important for the success of a company. This customer behavior is called Customer Citizenship Behavior. Customers who are satisfied with the company's performance will be concerned about the company's welfare and customers are willing to repay their efforts by displaying meaningful CCBs for the company. This is in line with research conducted by Van Tonder & De Beer (2018) which states that customer satisfaction has a direct and significant effect on customer citizenship behavior. Satisfied customers will show an attitude of helping, defending and also commitment to the company. according to Chiu et al (2015) Consumer satisfaction positively causes Customer Citizenship Behavior such as feedback, advocacy and helping.

H5: Customer satisfaction has a positif effect on customer citizenship behavior

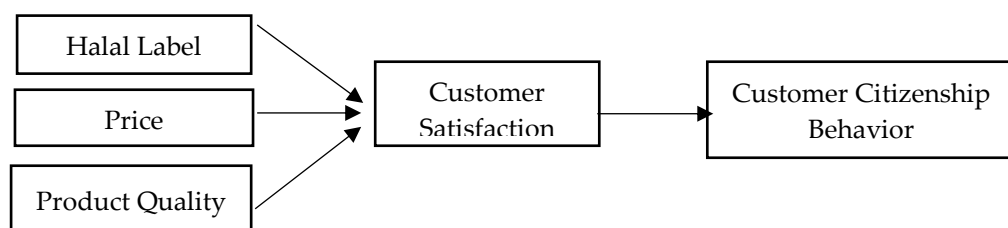


Figure 1 Conceptual Model

METHOD

This study uses a quantitative descriptive method. according to Sugiyono (2017) the sampling method using the Purposive Sampling technique is a data collection technique with certain considerations so that the sample data obtained is more representative. In order to make the sample taken more representative, the sampling was based on several considerations, namely Wardah Cosmetics customers who are Muslims in the city of Padang who have purchased Wardah products in the last 6 months. This survey was conducted on 374 people as respondents. In preparing the research, the source of research data is primary data in the form of answers to questions that have been designed by researchers in the form of questionnaires via Google form and filled in by respondents. There are five variables in this study, three independent variables: Halal Label (X1), Price (X2), Product Quality (X3), one dependent variables: Customer Citizenship Behavior (Y) and intervening variable: Customer Satisfaction (Z). The data obtained was processed using the Smart PLS program.

Operational Variable

The operational definition is the elaboration of the variable and indicator definitions in this study. The operational definition describes the measurement of the variables and indicators developed in this study. The operational definition in this study can be seen in Table 1:

Table 1 Operational Variable

Variable	Defenition	Indicators
Customer Citizenship Behavior (Y) (Cheng et al., 2016)	Customer Citizenship Behavior is the role of voluntary behavior of Wardah Cosmetics customers who are willing to provide an assessment for the company.	<p>1. Recommendations</p> <p>a. Refer fellow colleagues to use the product.</p> <p>b. Recommended products to families.</p> <p>c. Recommend products to colleagues.</p> <p>d. Recommend products to people who are interested in the product.</p> <p>2. Helping Customer</p> <p>a. Assist other customers in finding products.</p> <p>b. Assist other customers in buying products.</p> <p>c. Teaching someone how to use a product.</p> <p>d. Explain to other customers how to use the product properly.</p> <p>3. Poviding Feedback</p> <p>a. Fill out a customer satisfaction survey provided by the company.</p> <p>b. Provide helpful suggestions for products.</p> <p>c. Provide information when surveyed by the company.</p> <p>d. Willing to review products.</p>
Customer Satisfaction (Y) (Zhao et al., 2021)	Customer satisfaction is a feeling of pleasure or disappointment that arises as a result of comparing perceived performance or product against expectations.	<p>1. Ease of use of the product</p> <p>2. Product information</p> <p>3. Personalization offered</p> <p>4. Product experience</p> <p>5. Product packaging</p> <p>6. Products can meet the needs</p> <p>7. Information on the packaging</p>

Halal Label (X1) (Sobari et al., 2022)	Halal labels are labels that contain halal information attached to Wardah Cosmetics product packaging.	<ol style="list-style-type: none"> 1. The use of the halal label makes customers confident in choosing products that are in accordance with Islamic law. 2. Customers trust and are comfortable with the halal label 3. Customers choose products labeled halal MUI 4. MUI's halal label is in line with Islamic values and teachings 5. The halal label of a product is subject to Islamic rules and laws 6. The halal label reflects products that come from trusted sources, are processed and produced from halal materials
Price (X2) (Moriuchi & Takahashi, 2016)	Price is the amount of money given to a Wardah Cosmetics product.	<ol style="list-style-type: none"> 1. Fair pricing 2. Good deal 3. Value for money deals
Product Quality (X3) (Trentin et al., 2012)	Product quality is the ability of a Wardah product to carry out its functions.	<ol style="list-style-type: none"> 1. Performance 2. Features 3. Reliability 4. Conformity 5. Durability 6. Serviceability 7. Aesthetics 8. Perceived quality

Source: Primary Data Processed, 2023

RESULT AND DISCUSSION

Characteristics of Respondents

The primary data that researchers have collected through questionnaires distributed via Google form to Wardah Cosmetics consumers in Padang City are 374 questionnaires. With the Criteria for Wardah Cosmetics Users in Padang City who are Muslim and have used Wardah products in the last 6 months. Respondent characteristics can be seen in Table 2:

Table 2 Characteristic of Respondent

Characteristics	Category	Amount	Percentage
Gender	Male	22	5,9%
	Female	352	94,1%
Age	17-20 years old	74	19,8%
	20-25 years old	186	49,7%
	25-30 years old	64	17,1%
	> 30 years old	50	13,4%
Education Level	SMA	109	29,1%
	Diploma	71	19%
	S1	180	48,1%
	S2	14	3,8%
Profession	College Student	188	50.3%
	Housewife	49	13.1%
	Civil Servants (PNS) / Private	66	17.6%
	Employee / BUMN		

	Entrepreneur	25	6,7%
	Other	46	12,3%
Income per month	< Rp. 1.000.000	155	41,4%
	Rp. 1.000.000 – Rp. 2.500.000	73	19,5%
	Rp. 2.500.000 – Rp. 5.000.000	86	23%
	> Rp. 5.000.000	60	15%
Frequency of Users in 6 months	1 time	61	16,3%
	2 times	116	31%
	>2 times	197	52,7%

Source: Primary Data Processed, 2023

Validity Test

Validity testing is carried out to prove that all variables are different from one another. opinion from Hair et al (2018) a measurement can be declared valid if it meets the criteria, namely the AVE value is equal to or more than 0.5. The following is the average variance extract (AVE) value:

Table 3 Average Variance Extract

Variable	AVE
Customer Citizenship Behavior (Y)	0.680
Halal Label (X1)	0.619
Price (X2)	0.691
Product Quality (X3)	0.593
Customer Satisfaction (Z)	0.619

Source: Primary Data Processed, 2023

Based on Table 3, it can be seen that the AVE value for each variable has met the required rule of thumb, namely the AVE value > 0.50. So, this research can be declared valid.

Reliability Test

Reliability test is a sign of stability and consistency of measuring instruments against concepts and helps assess the certainty of a measurement (Sekaran & Bougie, 2016). variables are said to be reliable if the Cronbach alpha value is > 0.6, the results of the reliability test can be seen in Table 4:

Table 4 Cronbach's Alpha and Composite Reliability

Variable	Cronbach's alpha	Composite reliability
Customer Citizenship Behavior (Y)	0.957	0.962
Halal Label (X1)	0.878	0.907
Price (X2)	0.778	0.870
Product Quality (X3)	0.885	0.910
Customer Satisfaction (Z)	0.884	0.885

Source: Primary Data 2023

Based on Table 4, it can be seen that the output value of Cronbach alpha and composite reliability for each variable is > 0.6. This is in accordance with the rule of thumb where the Cronbach alpha and composite reliability values for each variable must be greater than 0.6, meaning that the data in Table 4 can be declared reliable.

R-Square

The R-square value can be used as a measure of how far certain independent variables affect the dependent variable. The R-square estimation value can be seen in Table 5 below:

Table 5 R- Square

Variable	R-Square	R-Square Adjusted
Customer Citizenship Behavior (Y)	0.670	0.669
Price (X2)	0.527	0.526
Customer Satisfaction (Z)	0.746	0.744

Source: Primary Data Processed, 2023

Based on Table 5, the R-square value for the Customer Citizenship Behavior variable is 0.670. So it is indicated that 67% of the Customer Citizenship Behavior variable can be influenced by Consumer Satisfaction. The R-square value for the Price variable is 0.527. So it is indicated that 52.7% of the Price variable is influenced by the Product Quality variable. Then the R-square value for the Customer Satisfaction variable is 0.746. So it is indicated that 74.6% of the Customer Satisfaction variable is influenced by the halal label, price and product quality variables.

Hypothesis Test

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the path coefficient output. Used in testing the hypothesis is the value contained in the path coefficient output. Hypothesis testing can be done based on the level of significance and the value of the path coefficient between latent variables. For significance guidelines on p value with a value below 0.05 or T statistics > 1.96. The table of path coefficient between variables is as follows:

Table 6 Path Coefficient

Variabel	Original Sample	T Statistics	P Values	Hypothesis
Halal Label -> Customer Satisfaction	0.091	2.406	0.016	Accepted
Price -> Customer Satisfaction	0.169	3.002	0.003	Accepted
Product Quality -> Customer Satisfaction	0.674	12.519	0.000	Accepted
Product Quality -> Price	0.726	23.649	0.000	Accepted
Customer Satisfaction -> Customer Citizenship Behavior	0.818	32.618	0.000	Accepted

Source: Primary Data Processed, 2023

Based on Table 6, it is known that all hypotheses can be accepted as seen in Table 6 that the p-value of each hypothesis is below the significance level <0.05.

DISCUSSION

Based on the results of the hypothesis testing above, a discussion can be attached that discusses the results and objectives of the study, as follows:

The Influence of Halal Label on Customer Satisfaction

The results of hypothesis testing show that Halal Label has a positive effect on Customer Satisfaction. The results of this study explain that with the availability of the halal label on Wardah Cosmetics products which is in accordance with MUI halal standards and Islamic law, it will increase the level of consumer satisfaction with Wardah Cosmetics products. The results of this study are supported by Al-Ansi et al (2019) halal products have a positive effect on customer trust and satisfaction. Halal customers evaluate the disadvantages and advantages of consuming halal products so that their satisfaction and trust increase when they feel the risk of halal products, this means that the general risk of halal products increases customer trust and satisfaction. In line with the research of Sobari et al (2022) embedding Islamic attributes in halal services correlates positively with customer satisfaction. Borzooei

& Asgari (2013) halal labels are an important source of information that eliminates uncertainty in consumer thinking. For Muslims consumers, the halal label is important information to ensure that the products they use are halal (Nugraha et al., 2022)

The Influence of Price on Customer Satisfaction

This study shows that price has a positive effect on customer satisfaction. The results of this study explain that the cheaper the price of Wardah products and the many price offers from Wardah Cosmetics, the more customer satisfaction with Wardah Cosmetics products will increase. The results of this study are supported by Aslam & Frooghi (2018) which states that price has a significant effect on customer satisfaction, consumers will switch to other services if the price does not match their expectations. The results of this research are also supported by Moriuchi & Takahashi (2016) that price has a positive effect on customer satisfaction. Price does play a role in overall consumer satisfaction, when the price is considered good, it may also indicate a fair price, compared to other competing stores. Thus, the fairer the pricing, the higher the level of customer satisfaction. In line with research by Zhao et al (2021) product prices and packaging have a statistically significant relationship with the purchasing decision process. At the same time, recognition of satisfaction leads to the observation of full mediation in the case of product pricing and partial mediation in product packaging.

The Influence of Product Quality on Customer Satisfaction

This study shows that Product Quality has a positive effect on Customer Satisfaction. The results of this study explain that the better the quality of Wardah products in carrying out their functions both from usability to product packaging, the higher the level of consumer satisfaction with Wardah Cosmetics products. The results of this study are supported by Soliha et al (2019) in their research which states that product quality has a positive effect on customer satisfaction, if the products offered by a company have good quality, then the level of customer satisfaction will be higher. offered by a company has good quality, customers will immediately buy and consume the product beyond customer expectations so that they are satisfied with the product. According to Hallencreutz & Parmler (2019) product quality plays an important role in shaping customer satisfaction, the better the quality of the products provided by the company, the higher the level of customer satisfaction with the company, the higher level of customer satisfaction with the company. Gök et al (2019) product quality is a strong antecedent of customer satisfaction, that contrast theory explains the product evaluation process and product quality which enlarges the gap between the product received and the product expected by the customer.

The Influence of Product Quality on Price

This study shows that product quality has a positive effect on price. The results of this study explain that the better and better quality Wardah products are, according to the price offered for these Wardah products. The results of this study are supported by Konuk (2019) who states in his research that product quality has a positive effect on price, when the quality of the product perceived by the customer is high and if they feel they are evaluating the price fairly, the customer will consider that the product is reasonable to buy according to the quality of the product. In line with Mastrobuoni et al (2014), the better the quality of a product, the higher the price offered because prices can provide additional information about quality and intrinsic value to consumers, for example displaying social status when consuming and being seen by others. Boyle et al (2018) stated in their research that the perception of product quality is a function of price, consumers rely on price as a barometer of product quality.

The Influence of Customer Satisfaction on Customer Citizenship Behavior

This study shows that customer satisfaction has a positive effect on Customer Citizenship Behavior. The results of this study explain that consumers who are satisfied with Wardah products cause Customer Citizenship Behavior attitudes or behaviors such as recommending, helping customers and providing feedback to Wardah companies. The results of this study are supported by Van Tonder & De Beer (2018) which states that customer satisfaction has a direct and significant effect on customer citizenship behavior, satisfied customers will show an attitude of helping, defending and also

commitment to the company. In line with other research Chiu et al (2015) Customer satisfaction positively causes Customer Citizenship Behavior such as feedback, advocacy and helping.

Y. Yi et al (2013) in their research if the level of customer satisfaction is high, the customer will be involved voluntarily to provide information about the company to other customers, where the customer will be more likely to help the company. This behavior is considered important for the success of a company. This customer behavior is called CCB (Customer Citizenship Behavior).

CONCLUSION

Based on the results of the discussion regarding the effect of the halal label, price and product quality on customer citizenship behavior with consumer satisfaction as a mediating variable for Wardah Cosmetics customers in Padang City, it is concluded:

1. Based on the results of the study, there is a positive influence between the halal label and consumer satisfaction for Wardah Cosmetics customers in Padang City.
2. Based on the results of the study, there is a positive influence between price and customer satisfaction for Wardah Cosmetics customers in Padang City.
3. Based on the results of the study, there is a positive influence between product quality and consumer satisfaction.
4. Based on the results of the study, there is a positive influence between product quality and price.
5. Based on the results of the study, there is a positive influence between consumer satisfaction and customer citizenship behavior.

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