The impact of product quality, price, and promotion on the consumer satisfaction of Scarlett Whitening serum products

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The purpose of this study was to find out and analyze how product quality, price and promotion have an impact on consumer satisfaction for Scarlett Whitening Serum products among students enrolled in the Faculty of Economics and Business, Universitas Negeri Padang This research uses quantitative methods. The relationship between two or more variables is investigated in a quantitative study. The population in this study were students of the Faculty of Economics, Padang State University who used scarlett whitening serum products with an unknown amount. Data is collected through an online questionnaire used by Google Forms. The number of samples in this study amounted to 150 using a purposive sampling method. The analysis technique used is SPSS analysis. The results of this study explain that product quality has a significant and positive effect on consumer satisfaction for scarlett whitening serum products for students of the Faculty of Economics and Business, Universitas Negeri Padang Price has a significant and positive effect on consumer satisfaction for scarlett whitening serum products for students of the Faculty of Economics and Business, Universitas Negeri Padang Promotion has a significant and positive effect on consumer satisfaction for scarlett whitening serum products for students of the Faculty of Economics and Business, Universitas Negeri Padang

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INTRODUCTION

Modern life allows many practical and easy ways to support appearance. For some women, beauty is an asset that must be maintained so that it remains attractive to the eye, such as using care products or meeting crucial needs. Cosmetics are often associated with professionalism because professional workers must look attractive, so using them is one way to improve appearance (Patmawati & Syarif, 2020). Companies must be able to meet consumer needs and strive to make products that are unique and different from their competitors in entering the current era of globalization.

Scarlett Whitening is a local product brand that is in great demand and liked by today's teenagers. PT. Motto Beringin Abadi in Bogor, Indonesia, produced Scarlett Whitening in 2017. The owner of Scarlett Whitening is an artist named Felicya Angelista. All the newly released Scarlett Whitening products focus on brightening, whitening and nourishing the skin. In addition, Scarlett's products have been tested by the Food and Drug Monitoring Agency (BPOM), which ensures that they are safe to use. of various kinds of scarlett whitening products, this research focuses more on scarlett serum, where scarlett serum is one of the products most frequently discussed and used by women

today. According to sources from compas.co.id, the Scarlett Whitening Serum product has entered the Top 10 Best-Selling Facial Serum brands for 2022 in E-Commerce.

Based on the findings from an analysis of the marketplace marketplace page for Scarlett's official store, shown in figures 2 and 3, there are a number of customer reviews and comments. Customers who give five stars indicate that they have received something of value and are very satisfied. Consumers who give 4 stars indicate that they have received their purchase with satisfaction with the quality of the product in question; however, they only had a few setbacks which caused them to experience a bit of disappointment. Recently, customers who gave three stars indicated that they were dissatisfied with the quality of the products offered by Scarlett Whitening, which resulted in a lack of enthusiasm. And customers who give stars 2 and 1 are clearly dissatisfied with the quality of the goods they receive. There were several consumers who bought Scarlett Serum products with the first purchase according to their expectations and were very satisfied. Then for the second purchase consumers receive products that do not match their expectations (Sabila & Wijaksana, 2022).

Table. 1 Price of Cosmetic Products

No	Type	Price		
	Product	Scarlett	Emina	Wardah
1.	Serum	65.000	41.104	34.200
2.	Facial wash	56.453	26.800	28.230
3.	Moisturizer	55.000	23.534	33.500
4.	Toner	70.000	115.000	33.000
5.	Night cream	46.000	129.000	33.000

Source: https://iprice.co.id/

Based on Table 1, there is a price comparison for several categories of cosmetic products, with Scarlett's price somewhat higher than other products. Prices do not match the results that consumers expect. leader in serum products. This is a problem that users of red serum often face. If only one factor, for example, price is not taken into account, prices are too high, or consumers are not using a product, there may be a problem. Relatively low prices will make consumers interested in buying a product and create satisfaction. Based on research conducted by (woen & Santoso, t2020). Stating that price and product quality have a significant and positive effect on consumer satisfaction,

Promotion is one of the factors that affect sales performance. Scarlett Whitening also uses marketing strategies to promote products. This is the most important thing in marketing a product, because with an attractive promotion, consumers will have an interest in buying. However, Scarlett whitening has problems that occur with celebrity endorsers, besides Scarlett promoting their products through service advertisements and social media. Scarlett also sells her products to resellers so that Scarlett's products can be recognized in various circles of society. Scarlett also uses celebrity endorsements to promote her products, such as Sharena Delon, Zaskia Mecca, Tatjana, Shapira, and Scarlett's own owner, Felicya Angelista. The celebrity endorsers partnered with by Felicya herself include one YouTuber in Indonesia, namely Ria Ricis, famous soap opera actresses such as Natasha Wilona, and some from the world of music, namely Agnes Monica. However, using the services of a celebrity endorsement does not always provide good results for a brand and can even harm a brand. Celebrities often also upload photos of other products, causing consumers to switch to other products. Many celebrities use other products while the celebrity is the brand ambassador of the endorsed product, there is a lack of strong relationships and impressions between the celebrity and the advertised product. However, using the services of a celebrity endorsement does not always provide good results for a brand and can even harm a brand. Celebrities often also upload photos of other products, causing consumers to switch to other products. Many celebrities use other products while the celebrity is the brand ambassador of the endorsed product, lack of strong relationships and impressions between the celebrity and the advertised product.

LITERATURE REVIEW

Product Quality
According to (Sani et al., 2022) Product quality is something that companies must pay attention to, because product quality is closely related to the problem of customer happiness, which is the goal of the company's marketing operations. According to (Sabila & Wijaksana, 2022) said that product quality is how the product has a value that can satisfy consumers both physically and psychologically which shows the attributes or characteristics contained in an item or product.

Price
According to (Isfahila et al., 2018) price can be defined narrowly as the amount of money charged for a product or service. Price is a number of values given by customers to benefit from owning or using a product, both goods and services (Marpaung & Mekaniwati, 2020). According to (Patmawati & Syarif, 2020) "The price of a monetary unit or other measure that is exchanged in order to obtain the right to own or use an item or service".

Promotion
Promotion is the only type of persuasion that is used to level up the client or build brand equity in the mind of the client (Mahira et al., 2021). According to (Krisna Marpaung et al., 2021) promotion is a technique of communicating information about products and is part of the communication mix, namely the overall message that the company sends to customers about its products.

Consumer Satisfaction
Consumer satisfaction is an important consideration for businesses that provide goods or services to consumers (Sabila & Wijaksana, 2022). Consumer satisfaction is important because it creates new customers through word of mouth effect, which also encourages new customer purchases, along with repurchase, among existing customers (Kim et al., 2019).

Effect of product quality on consumer satisfaction
According to (Woen & Santoso, 2021) product quality is the ability of a product to carry out its functions which include durability, reliability, accuracy, ease of repair operations and other valuable attributes. If the company improves product quality, the company can satisfy its customers and increase the number of consumers. The results of multiple linear analysis calculations with partial testing of the Product Quality variable have a positive and significant effect on the Consumer Satisfaction variable. The results of this study showed that the product quality variable has a positive and significant influence on consumer satisfaction (Diza et al, 2016).

H_1: product quality has a significant effect on consumer satisfaction in students of the Faculty of Economics and Business, Universitas Negeri Padang

Effect of price on consumer satisfaction
For all companies, price has long-term value. In addition, price has the main objective of establishing customer relationships and customer value. Price adjustments will significantly reflect consumer sentiment and expectations regarding prices for buying certain products (mahira et al, 2021). In order to successfully market a particular good or service, there must be a relationship between price and consumer expectations. Every business must update prices quickly. Price is the only unit of measurement used in marketing that provides money or profit for a business (hamdun & Ramadhani, 2016).

H_2: It is suspected that price has a significant effect on consumer satisfaction in students of the Faculty of Economics and Business, Universitas Negeri Padang

The influence of promotion on consumer satisfaction

According to the findings of the Regression Test, Promotion has a significant and positive effect on consumer satisfaction. Consumers may be influenced by promotions that focus on their needs. When the research was completed by (Hariyanto & Susanti, 2021), this shows that there is a considerable influence for various promotions that target consumer demand.

H3: Promotion has a significant effect on consumer satisfaction among students of the Faculty of Economics and Business, Universitas Negeri Padang

H3: It is suspected that price has a significant effect on consumer satisfaction in students of the Faculty of Economics and Business, Universitas Negeri Padang
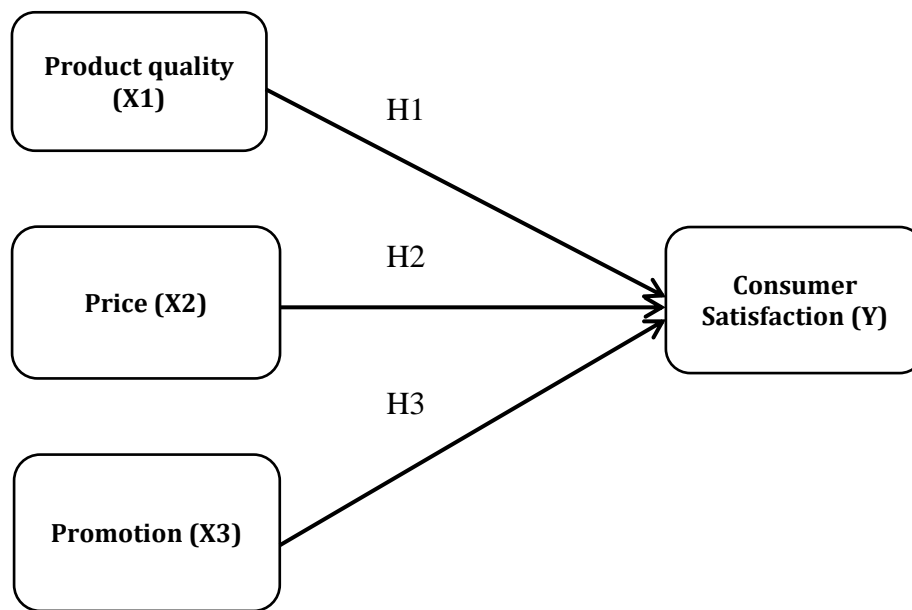

Figure 1. Concetual Framework

METHOD

The type of research used in this research is quantitative research. According to (Sugiyono, 2022) the quantitative research method can be interpreted as a research method based on a sample of positivism philosophy, used to examine certain populations or samples, collecting data using research instruments, data analysis is quantitative or statistical, with the aim of testing hypotheses that have been set. This research was conducted to see how far the influence of product quality, price and promotion on consumer satisfaction for Scarlett Whitening Serum products for students of the Faculty of Economics and Business, Universitas Negeri Padang

According to (Sugiyono, 2022) Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to study and then draw conclusions. Based on the definition above, it can be concluded that the population is the entire subject to be studied, while the population in this study were students of the Faculty of Economics, Padang State University who used scarlett whitening serum products with an unknown amount.

According to (Sugiyono, 2022) the sample is part of the number and characteristics possessed by this population. The sampling technique in this study used a non-probability sampling technique, namely purposive sampling technique. purposive sampling is carried out by taking several samples from a predetermined population based on predetermined criteria (Jogiyanto, 2013). In this study, researchers took students from the economics and business faculties with certain criteria as samples.

The criteria that must be owned by these respondents are respondents who use scarlett whitening serum products. Sugiyono, (2019: 136) explains that if the number of population in a study is not known with certainty, then the calculation of the number of samples can use the Cochran formula, namely:

$$n = \frac{Z^2 \, (p)(q)}{e^2}$$

The number of samples obtained from the Cochran formula with a margin of error of 10%, the results are 96.04 or rounded to 97.

## RESULT AND DISCUSSION

Descriptive Statistical Analysis

Table 2. Descriptive Statistical Test Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality	150	30,00	49,00	40,6933	4,84934
Price	150	24,00	40,00	31,6733	4,27494
Promotion	150	25,00	39,00	32,7667	3,59794
Consumer Satisfaction	150	26,00	38,00	32,6200	3,44598
Valid N (listwise)	150				

Source: SPSS1 version 23.0 and primary treated

Classical Assumption Test Results
Normality test
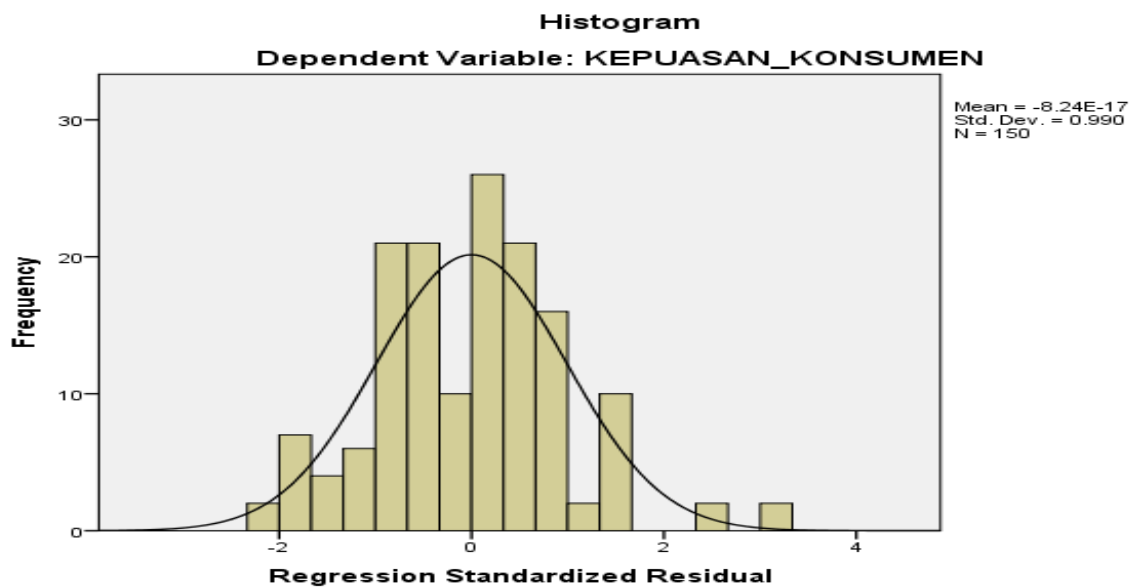
Figure 2. Histogram Normality Test

It can be seen from Figure 2 above that the data used in this research has a normal distribution and distribution because the data is plotted on a diagonal Probability-Plot. So it can be said that the data distribution is typical.
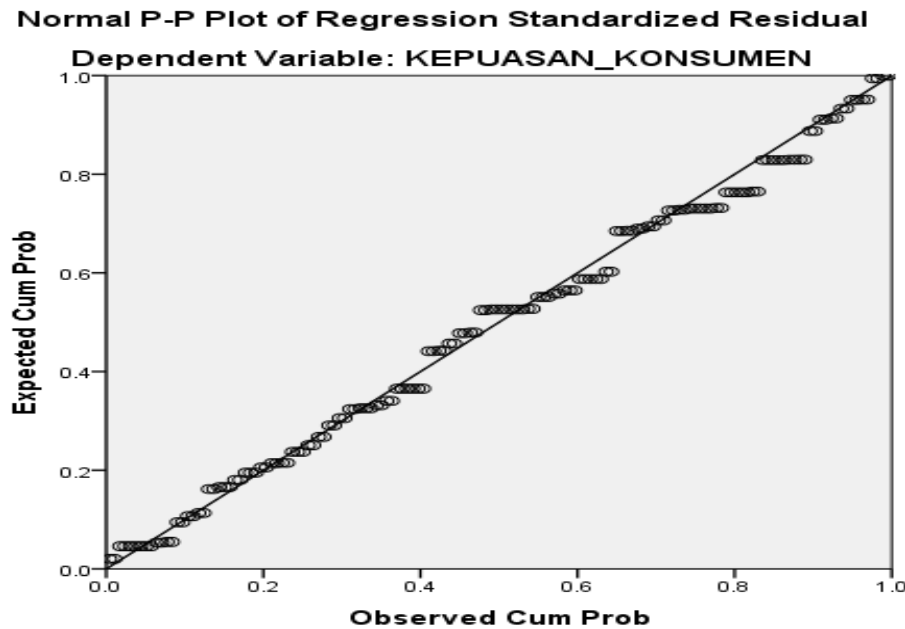
Picture 3
P-P Plot Normality Test

Figure 3. P-PPlot Normality Test

It can be seen from the third illustration above that the data used in this study has a normal distribution and distribution because the data is plotted on a diagonal Probability-Plot. So clearly the data distribution is normal.

Statistic test

Table 3 Kolmogorov-Smirnov Test Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.88663260
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.051
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution isiNormal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Thisi s a lower bound of the true significance.

The Kolmogorov-Smirnov test results in Table 3 show a significant level of more than 10.05 (0.200 > 10.05), meaning that the residual value is normal and hypothesis testing can be continued.

Multicollinearity Test

Multicollinearity test is used to determine whether or not there is a typical multicollinearity assumption. VIF (Varian Inflation Factor) can be used to determine whether a variable has a lot of collinearity in a regression model that is considered good. The guideline has a VIF value that is less than 10 with a tolerance value that is greater than 0.10 for a regression model that is said to be free of multicollinearity problems.

Table 4. Multicolonearity Test Results

	Model	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product Quality	.522	1.914
	Price	.522	1.917
	Promotion	.653	1.531

Source: Primery data processed, 2023

Table 4 shows that there are no independent variables with a VIF value of more than 10 and no variables with a tolerance value greater than 0.10. The findings show that each independent variable used in this study passed the multicollinearity test.

Heteroscedasticity Test

To find out whether there are dissimilarities between the various variants in the regression function, a heteroscedasticity test was carried out. The simplest way to understand it is to read SactteriPlot. The image below has a scatter plot plot:
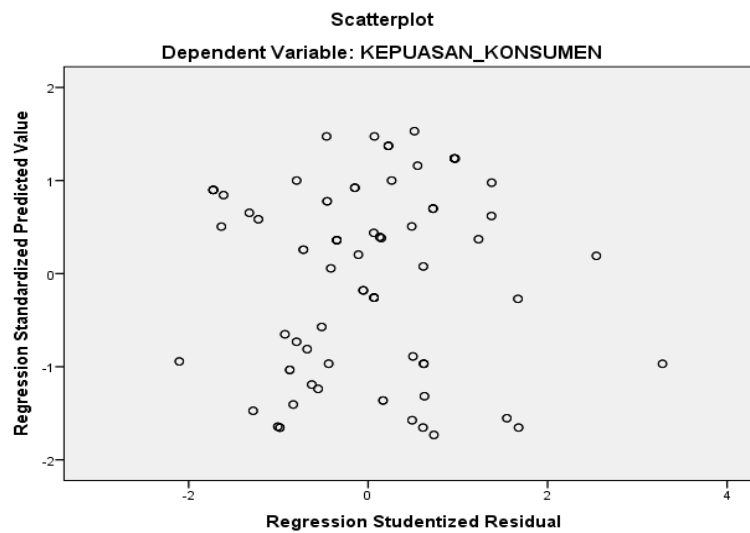
Figure 4. Heteroscedasticity Test

The picture above clearly shows that the Sample can move to positive or negative position. There is no similarity or heteroscedasticity in the data for this situation in the analysis.

Simultaneous Hypothesis Testing (Test F)
To understand how the independent variable compares to the dependent variable, the F Test is recommended. The F test uses a significance level of 0.05 with a 2-sided test. The results can be shown in Table 5 as follows:

Table 5. F Test

ANOVA[a]

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1238.992	3	412.997	113.694	.000[b]
	Residual	530.348	146	3.633		
	Total	1769.340	149			

a. dependent variable: consumer_satisfaction
b. predictors: (constant), promotion, price, product_quality

Based on Table 5, the significant threshold is set at 0.000a <0.050, equal to the fcount value of 113.694; it can be concluded that because Ho is rejected and Ha is accepted, all dependent variables are simultaneously positive and significant to all independent variables.

Partial Hypothesis Testing (t test)
Tests are needed to indicate the importance of the benefits obtained economically from the basic and tertiary variables. Based on the test results, if the significance probability is more than alpha 0.051 but less than alpha 1, then Ho is rejected and Ha is accepted, which indicates a relationship, and if the significance probability is greater than alpha, which indicates that there is no relationship. Degrees of freedom (df) n-k-1 namely: 150-2-1 = 147 (n is the number of respondents, and k is the number of independent variables), resulting in a total of about 1,996 in the t-table. From the results of the data presented in Table 6 below, it can be concluded:

Table 6. T Test

Model	T	Sig
Product quality	7.277	.000
Price	4.484	.000
Promotion	4.244	.000

Source: Primery data processed, 2023

Based on table 6 above, it can be interpreted, the effect of product quality (X1) on consumer satisfaction (Y) with a significant value of 0.000 <0.050 and a tcount value greater than ttable 7.277 > 1.976, it can be concluded that Ho is rejected and Ha is accepted, meaning product quality (X1) partially and significantly influence consumer satisfaction (Y). The effect of price (X2) with a significant value of 0.000 <0.050 and the value of tcount is greater than ttable 4.484 > 1.976, it can be concluded that Ho is rejected and Ha is accepted, meaning that price (X2) has a partial and significant effect on consumer satisfaction (Y). X3) with a significant value of 0.000 <0.050 and a tcount value greater than ttable 4.244 > 1.976, it can be concluded that Ho is rejected and Ha is accepted, meaning that Promotion (X3) has a partial and significant effect on Consumer Satisfaction (Y).

DISCUSSION

Based on the results of the analysis of the distribution of the information quality variable, when viewed from the total variable average score and the respondent's achievement level, the information quality is in the sufficient category, which means that the information quality is good enough and can be further improved in influencing the trust of Tiktok users. These results are in line with research conducted by Zhao et al. (2020) which says that the quality of information has a positive and significant

effect on trust. When the quality of information is good and credible, it will give confidence to the person receiving the information

Based on the results of the distribution analysis of the information quality variable, when viewed from the total variable average score and the respondent's achievement level, the information quality is in the sufficient category, which means that the information contained on Tiktok is good enough. These results are in line with research conducted by Zhao et al. (2020) and Dirgantara & Akbar (2022) that the quality of information has a positive and significant effect on social psychological distance. Thus, high-quality information has the potential to bring individuals closer to the object of information, so as to stimulate a higher sense of trust and emotional involvement.

Based on the results of the distribution analysis of the social psychology distance variable, when viewed from the total variable average score and the respondent's achievement level, the social psychology distance variable is in the sufficient category, which means that when respondents have a sense of closeness to other people, it will also increase their trust. These results are in line with research conducted by Hernández-ortega (2017) dan Zhao et al. (2020) said that social psychological distance has a positive and significant effect on trust. The importance of psychological distance lies in its ability to form a foundation from which trust grows. The closer the psychological distance, the greater the chance of developing a strong and positive relationship, which in turn contributes to solid trust.

Based on the results of the analysis of the distribution of the trust variable, when viewed from the total variable average score and the respondent's achievement level value, the trust variable is in the good category, which means that when respondents have a sense of trust in someone, it will influence their decision towards a product. These results are in line with research conducted by Hong & Cha (2013) dan Zhao et al. (2020) which says that trust has a positive and significant effect on purchase intention. Building trust is an important aspect. Trust has a strong impact on consumer perceptions, and positive interactions with brands or products. Thus, trust is an important factor in motivating purchase intentions and influencing consumer purchase intentions in making purchases.

From the results of the calculation of the indirect coefficient, the results of the t-statistic obtained from the mediating effect of social psychological distance between the quality of information on trust are 2.010 > 1.96 with an original sample of 0.133. This indicates that the quality of information has a positive and significant effect on trust mediated by social psychological distance. . These results are in line with research conducted by Dirgantara & Akbar (2022); Hernández-ortega (2017); Zhao et al. (2020) who said that the quality of information has a positive and significant effect on trust mediated by social psychological distance. With the existence of social psychological distance becomes an important role in the process of interaction between the quality of information and trust.

CONCLUSION

Based on the results of the research and discussion above, the following conclusions can be drawn: (1) There is a positive and significant influence between the quality of information on trust in the use of Tiktok in Padang City. This shows that the quality information available on Tiktok can significantly influence respondents' trust; (2) There is a positive and significant influence between the quality of information and social psychological distance on the use of Tiktok in the city of Padang. This shows that accurate and reliable information provides a sense of trust and confidence in individuals, so that it can significantly affect a person's social psychological distance; (3) There is a positive and significant effect of social psychological distance on trust in the use of Tiktok in the city of Padang. This shows that the emotional closeness between Tiktok users will increase their sense of trust significantly; (4) There is a positive and significant indirect effect between the quality of information on trust and social psychological distance as a mediation on the use of Tiktok in the city of Padang. This shows that quality information can make a person feel closer emotionally. The closer the psychological distance, the stronger the positive influence of the quality of information on the formation and strengthening of trust; (5) There is a positive and significant influence between trust and purchase intention in using Tiktok in

Padang City. This shows that the trust of Tiktok users in the city of Padang can significantly increase purchase intentions.

CONCLUSSION

Based on the analysis and discussion of the effect of product quality, price and promotion on consumer satisfaction of Scarlett Whitening Serum products for students of the Faculty of Economics and Business, Padang State University, the conclusions are as follows:

1. Based on the analysis results, product quality has a significant and strong effect on consumer satisfaction of Scarlett Whitening Serum products for students of the Faculty of Economics and Business, Universitas Negeri Padang
2. Based on the results of price analysis, there is a significant and strong effect on consumer satisfaction for Scarlett Whitening Serum products for students of the Faculty of Economics and Business, Universitas Negeri Padang
3. Based on the analysis, Promotion has a significant and strong effect on Consumer Satisfaction of Scarlett Whitening Serum Products for Students of the Faculty of Economics and Business, Universitas Negeri Padang

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