

THE INFLUENCE OF PRODUCT PRICE AND QUALITY ON SCARLET WHITENING CONSUMER LOYALTY IN GENERATION Z MEDIATED BY CONSUMER SATISFACTION

Sudaryanto Sudaryanto¹
Indah Nur Laili
Marmono Singgih

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ABSTRACT

Price, Product Quality, Consumer
Loyalty, Consumer Satisfaction.

Original research



This research examines the influence of price and product quality on consumer loyalty for scarlet whitening in generation Z, mediated by consumer satisfaction in East Java, Indonesia as a population sample. The sampling technique used was purposive sampling technique with ages ranging from 18 years to 28 years and obtained 228 respondents. Data dissemination technique through online questionnaires. This data was processed using sem-pls 4.0. The results of the research found that price directly has a positive but not significant effect on consumer loyalty, price has a positive and significant effect on consumer satisfaction, product quality has a positive and significant effect on consumer loyalty, product quality has a positive and significant effect on consumer satisfaction, consumer satisfaction has an effect positive and significant on consumer loyalty, price has a positive and significant effect on consumer loyalty through consumer satisfaction as a mediating variable, and product quality has a positive and significant effect on consumer loyalty through consumer satisfaction as a mediating variable.

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1. INTRODUCTION

The Indonesian beauty industry is growing rapidly along with increasing public awareness of the importance of skin care and beauty. Natural and organic beauty products are also increasingly popular among Indonesian consumers who are aware of the environment and skin health. Based on data from detik news Indonesia is a large market and is predicted to experience large growth for the skin care industry until 2025 (Soeroto et al., 2023). An example of a beauty product that is starting to become popular in Indonesia is Scarlett Whitening. Scarlett whitening was founded in 2017, this brand is known for showing significant developments in the beauty industry in Indonesia (Figure 1). Scarlett Whitening is a new local brand, but its sales increase is very high compared to other brands such as Emina which were previously produced. Continuous innovation and

attention to consumer needs, it is hoped that the beauty industry in Indonesia will continue to develop and provide increasingly better solutions for skin care. Scarlet whitening is a local beauty product brand that is quite popular in Indonesia. Scarlet whitening is one of the top 5 facial care brands in e-commerce..



Figure 1. List of the 10 best-selling skincare brands on e-commerce

Source: <https://compas.co.id/article/brand-skincare-lokal-terlaris/>

¹ Corresponding author: Sudaryanto Sudaryanto
Email: Sudaryanto.feb@unej.ac.id

The position achieved by scarlett whitening skincare explains the large number of consumers who decide to buy and use scarlett whitening products as facial care products.

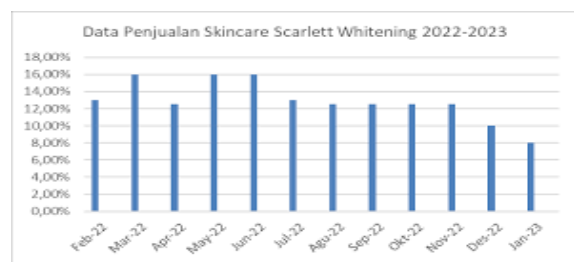


Figure 2. Scarlett Whitening skincare sales data (2022-2023) Source: dimia id. 2023

Even though in 2022 Scarlett Whitening is ranked 2nd best-selling brand in e-commerce, from the graph above carried out by the Dimia team it can be seen that after June 2022 Scarlett Whitening experienced a significant decline in sales and this occurred in total sales on e-commerce platforms in Indonesia (Figure 2). Scarlett Whitening's sales are lagging far behind, which means that Scarlett Whitening is not yet effective in attracting repeat purchase decisions among consumers. This condition allows Scarlett Whitening to be displaced by local competitors.

According to Sudaryanto et al. (2022) the use of quality raw materials and innovation will attract consumers, as is done by Scalett whitening. Of course, with this threat, Scarlett Whitening must have a business strategy so that consumers not only make purchasing decisions but also make repeat purchases so that consumers become loyal. Loyalty is a consumer's loyalty to a company, product or service who purchases the product repeatedly, where loyal customers can add large profits to the company (Sudaryanto et al., 2022). Consumers who are loyal to a product indicate that the consumer is satisfied with the product they purchased. Consumer satisfaction is an attitude that someone decides or determines based on their experience (Arif & Syahputri, 2021). According to Dahlan (2023). there is a mediating force of consumer satisfaction on repurchase decisions and purchase decisions have a positive effect on prices mediated by consumer satisfaction.

The research results of Morewedge et al. (2021) explain that price can be said to be a measure of exchange for obtaining ownership rights or use of a product or service. Rahmawati et al. (2022) said that price has a positive effect on loyalty. This means that this value is important as an evaluation of consumer loyalty for a product's quality. Product quality will be formed in the minds of consumers which will later be shown through positive perceptions that help maintain consumers with satisfaction that grows through perceived product quality as expected, thus having an impact on consumer loyalty (Rahmawati et al., 2022). According to Arif and Syahputri (2021) product quality has a positive effect on consumer loyalty.

Based on this explanation, this is in accordance with the study of the theory of planned behavior (TPB). Peres et

al. (2023) said that the theory of planned behavior (TPB) is a goal-oriented approach because it analyzes a person's behavioral intentions which are driven by attitudes, subjective norms and perceived behavioral control. The theory of planned behavior (TPB) is a theory that explains human behavior, including repurchase decisions.

Based on the presentation and several research results above, researchers observed that there is still a research gap, namely the research results of Rivaldo et al., (2022) which say that price does not have a significant effect on consumer satisfaction. da Silva (2020) also say that price has no effect on consumer loyalty, mediated by consumer satisfaction. Therefore, researchers need to conduct further research to analyze the relationship between the influences of independent variables on the dependent variable through the mediator variable on the focus object of Scarlett Whitening research.

Generation Z is the generation born between 1995 and 2010 (Bhalla et al., 2021). Gen Z is a generation that is close to technology, as they were born in the era of smartphones, grew up with sophisticated computer technology, and have an openness to easier internet access compared to previous generations (Puiu et al., 2022). Therefore, gen Z is more open to social and cultural changes (Sudaryanto et al., 2024) which influences the way they interact and understand the world. An annual survey conducted by one of the beauty clinics in Indonesia, namely the ZAP Beauty Index, conducted a survey of 6,460 respondents aged 15-65 years in various regions. Based on the results of the survey distribution, it was found that (36%) of skincare users were aged 16-23 years, this age range is the Z generation (Putri & Djamaludin, 2024). The research conducted looked more at the loyalty side of generation z because they have different habits in purchasing products compared to previous generations.

From a theoretical understanding of price, product quality, consumer loyalty and consumer satisfaction, researchers are interested in conducting research with the title "The influence of price and product quality on consumer loyalty for scarlet whitening products in Generation Z is mediated by consumer satisfaction".

2. LITERATURE REVIEW

2.1 Theory Planned Behavior (TPB)

Theory of Planned Behavior (TPB) is the theoretical basis of Ajzen (1991) regarding consumer behavioral intentions which are based on attitudinal factors, namely the consequences of beliefs and ratings of a behavioral assessment. Peres et al., (2023) said that the theory of planned behavior (TPB) is an approach which is goal-oriented because it analyzes a person's behavioral intentions which are driven by attitudes, subjective norms, and perceived behavioral control.

2.2 Price

Price is a nominal amount in the form of money exchanged for a product or service. Pricing is one of the

most important elements in determining a company's market share and profits. According to Adhitya (2019), price determination is an element of the marketing mix that is often used as a consideration for consumers when making purchases that cannot be ignored by the company. Price indicators in Yusuf & Matiin (2022), there are five indicators in price, namely: 1). price affordability, 2. Price conformity with product quality. 3). Price competitiveness. 4). price discounts. 5). Price match with product benefits.

2.3 Product Quality

According to Aditya et al. (2021), quality explains the extent to which a product meets the needs of the target market or consumers. Businesses must have a deep understanding of the requirements of the product's target market (Ogundipe et al., 2024). The quality of a company's products depends on how well it gives each product a unique identity or path that customers can easily recognize. According to Elyana (2023), the quality indicators of a product are 1). Product performance 2). Reliability 3). Durability 4). Aesthetics 5). Performance quality.

2.4 Consumer Loyalty

Loyalty is a consumer's loyalty to a company, product or service who purchases that product repeatedly. Where loyal customers can add big profits to the company (Khairawati, 2020). According to Zamili (2023) and Massoudi (2020) explains that the indicators of consumer loyalty are as follows: 1). Make a repeat purchase 2). Recommend to other parties 3). Do not intend to move 4). Talk about positive things

2.5 Consumer Satisfaction

Consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the predicted product performance (results) with the expected performance (results). According to Grace et al. (2021), consumer satisfaction is a consumer's emotional assessment after using a product where their hopes and needs are met.

3. METHODOLOGY & CONCEPTUAL FRAMEWORK AND HYPOTHESIS

This research is quantitative research using an explanatory survey method. The population determined is all of East Java who have purchased Scarlett whitening at least 2 (two) times and are aged 18-28 years. Because the population is unlimited, the sample was determined using the rule of thumb of Hair et al. (2021). According to (Hair et al., 2021) to determine the number of samples whose population is not known for certain, the number of indicators is multiplied by 5-10. However, this study used 228 samples. Data was obtained from a questionnaire distributed online to Scarlett Whitening skincare users. A Likert scale from 1 (strongly disagree) to 5 (strongly

agree) was used to measure responses. The data was then analyzed using Structural Equation Model-Partial Least Square (SEM-PLS) 4.0, namely a multivariate SEM analysis method to develop theory and test predictive relationships between constructs (Hair et al., 2021). When performing analysis, SEM PLS workflows throughout both external and internal modeling. Outer modeling is an analysis that includes (1) convergent validity and reliability when factor loadings are less than 0.7 and must be removed before running the inner model (causative effect); (2) inner modeling, namely the relationship path between latent variables, the feasibility of this modeling is measured from the goodness of fit which consists of R-square (R²), F-square (F²) and Q-square (Q²). However, before carrying out this test, there are several stages that need to be carried out, namely developing a model based on theory, constructing a SEM-PLS path diagram, creating a parameter estimation model and multicollinearity testing.

The description of the relationship between the variables of this research is described in the following conceptual framework Figure 3.

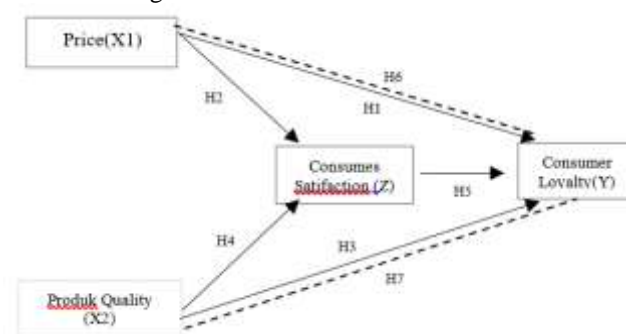


Figure 3. Conceptual Framework

Based on research objectives, literature findings and hypothesized models.

Ha1: Price has a significant effect on consumer loyalty

Ha2: Price has a significant effect on consumer satisfaction.

Ha3: Product quality has a significant effect on consumer loyalty.

Ha4: Product quality has a significant effect on consumer satisfaction.

Ha5: Consumer satisfaction has a significant effect on Scarlett Whitening consumer loyalty.

Ha6: Consumer satisfaction has a significant effect in mediating the effect of price on consumer loyalty.

Ha7: Consumer satisfaction has a significant effect in mediating the influence of product quality on consumer loyalty

4. RESULTS AND DISCUSSION

The total data for this research is 228 respondents whose instruments have been tested and proven to be valid so they can be used as samples in this research. The

following is a recapitulation of the characteristics of the respondents:

4.1 Characteristics of Respondents Based on Domicile

Based on table 1 above, it is known that the percentage of respondents with the highest domicile is Surabaya at 30%.

Table 1. Characteristics of Respondents Based on Domicile

DOMICILE	Amount	percentage(%)
Bangkalan	0	0%
Banyuwangi	12	5%
Blitar	1	0%
Bojonegoro	0	0%
Bondowoso	9	4%
Gresik	12	5%
Jember	19	8%
Jombang	33	14%
Kediri	8	4%
Lamongan	2	1%
Madiun	4	2%
Magetan	0	0%
Malang	0	0%
Mojokerto	3	1%
Nganjuk	32	14%
Ngawi	2	1%
Pacitan	2	1%
pamekasan	0	0%
Pasuruan	1	0%
Ponorogo	0	0%
Probolinggo	3	1%
Sampang	0	0%
Sidoarjo	0	0%
situbondo	2	1%
Sumenep	0	0%
Trenggalek	2	1%
Tuban	1	0%
Tulungagung	11	5%
Batu	0	0%
Surabaya	68	30%
Lumajang	1	0%
Total	228	100%

Source: Primary Data, Processed by SEM-PLS 4.0 2024

This means that consumers of Scarlett whitening are dominated by the people of Surabaya Regency. This is because the city of Surabaya is a city dominated by the largest generation Z in East Java with 920,363 people.

4.2 Characteristics of Respondents Based on Gender

Based on table 2, it is known that the highest percentage of gender respondents is women with a percentage of 72%.

Table 2. Characteristics by gender

gender	Amount	Percentage(%)
man	64	28%
Woman	164	72%
Total	228	100%

Source: Primary Data, Processed by SEM-PLS 4.0 2024

This means that Scarlett Whitening is purchased more by women. In line with research by Faza et al. (2022) that women will use various methods to appear attractive, one of which is by using beauty products such as skincare.

4.3 Characteristics of Respondents Based on Occupation

Based on table 3, the highest percentage of jobs are students at 54%.

Table 3. Characteristics of Respondents Based on Occupation

Profession	Amount	percentage(%)
Pelajar/Mahasiswa	123	54%
Private sector employee	65	29%
Self-employed	28	12%
Academics (Lecturers, Teachers, etc.)	3	1%
Civil servants/ASN	2	1%
TNI/POLRI	2	1%
Housewife	3	1%
BANKER	1	0%
MAKE UP ARTIST	1	0%
Total	228	100%

Source: Primary Data, Processed by SEM-PLS 4.0 2024

This means that purchases of Scarlett Whitening are dominated by students, most of whom are Gen Z. This is because students tend to spend money on skin care to appear confident.

4.4 Characteristics of Respondents Based on Income

Based on table 4, it is known that the respondent's income is IDR. 1,000,000 – Rp. 2,500,000 was the largest with a percentage of 58%.

Table 4. Characteristics of Respondents Based on Income

Income	Amount	percentage(%)
< Rp.1.000.000	53	23%
Rp. 1.000.000 -Rp. 2.500.000	132	58%
Rp. 2.500.000 – Rp. 5.000.000	35	15%
Rp. 5000.000 – Rp. 7.500.000	3	1%
>Rp. 7.500.000	5	2%
Total	228	100%

Source: Primary Data, Processed by SEM-PLS 4.0 2024

This means that the characteristics of the respondents are dominated by female students aged 18-28 years whose income generally comes from their parents in the range of Rp. 1,000,000 – Rp. 2,500,000.

5. MEASUREMENT MODEL

5.1 Convergent validity, discriminant validity, and construct reliability are part of the Measurement model

Convergent validity is measured against the indicators of each variable in the Outer loading analysis. Discriminant validity was tested using average variance extracted (AVE). The reliability test was carried out to find out whether the variables in the research were reliable by

Table 5 Results of Outher Loadings

Indicator	Price (X1)	Product quality(X2)	Consumer Loyalty (Y)	Consumer Satisfaction (Z)
PriceAffordability(X _{1.1})	0.899			
Price Compatibility with Product Quality (X _{1.2})	0.777			
Price Competitiveness (X _{1.3})	0.783			
Discounts (X _{1.4})	0.830			
Price Match with Product Benefits (X _{1.5})	0.847			
Product Performance (X _{2.1})		0.814		
Durability (X _{2.2})		0.790		
Reliability (X _{2.3})		0.742		
Aesthetics(X _{2.4})		0.775		
Performance Quality (X _{2.5})		0.847		
Make a repeat purchase (Y ₁)			0.913	
Recommend to Others (Y ₂)			0.888	
No Intentions To Move (Y ₃)			0.895	
Talking About Things Positive (Y ₄)			0.838	
Perceived Quality(Z ₁)				0.935
Perceived Value(Z ₂)				0.908
Consumer Expectations (Z ₃)				0.888

Source: Primary Data, Processed by SEM-PLS 4.0 2024

Table 6. Cross Loading Results

Variable	Indicator	Cross Loading (0,7)				AVE (>0,5)
		X ₁ .	X ₂ .	Y	Z	
Price (X ₁)	X1.1	0.899	0.641	0.703	0.703	0.686
	X1.2	0.777	0.509	0.568	0.576	
	X1.3	0.783	0.532	0.534	0.552	
	X1.4	0.830	0.601	0.632	0.617	
	X1.5	0.847	0.662	0.656	0.706	
Product quality (X ₂)	X2.1	0.693	0.814	0.668	0.695	0.631
	X2.2	0.474	0.790	0.602	0.614	
	X2.3	0.459	0.742	0.555	0.584	
	X2.4	0.595	0.775	0.567	0.629	
	X2.5	0.599	0.847	0.702	0.734	
Consumer Loyalty (Y)	Y1	0.683	0.708	0.913	0.816	0.782
	Y2	0.672	0.683	0.888	0.771	
	Y3	0.649	0.698	0.895	0.764	
	Y4	0.652	0.680	0.838	0.730	
Consumer Satisfaction (Z)	Z1	0.715	0.767	0.793	0.935	0.829
	Z2	0.660	0.713	0.785	0.908	
	Z3	0.716	0.768	0.803	0.888	

Source: Primary Data, Processed by SEM-PLS 4.0 2024

Based on table 6, it shows that the cross loading value for all indicators is >0.7 and average variance extracted (AVE) for each variable is >0.5, so it can be concluded that all variable indicators in this study are declared valid. Reliability Test in Smart-PLS 4.0 The results can be seen by looking at the Cronbach's Alpha value as a measurement of the

using Cronbach's alpha and composite reliability value parameters in the test. These results are shown in the following table 5.

Based on table 5, the outer loadings value is more than 0.70 for each indicator. This means that each indicator on the variable studied is said to be valid.

Discriminant validity uses cross loading and average variance extracted (AVE) parameter calculation values in the test with the provisions that all variable indicators are declared valid if cross loading > 0.7 and average variance extracted (ave) > 0.5 (Rahmawati et al., 2022).

data reliability limit at the bottom, while composite reliability is used to see the actual reliability value, so that the consistency of the statements representing the indicators in each construct can be measured properly (Hair et al., 2021). The data model is reliable if the Cronbach's alpha and composite reliability test

results are > 0.7 , then the model is said to be reliable (Hair et al., 2021).

Table 7. Cronbach's Alpha dan composite realibility

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	(AVE)
Price(X1). Product	0.885	0.893	0.916	0.686
quality (X2) Consumer	0.853	0.860	0.895	0.631
loyalty (Y) Consumer	0.906	0.908	0.935	0.782
satisfaction(Z)	0.897	0.897	0.936	0.829

Source: Primary Data, Processed by SEM-PLS 4.0 2024

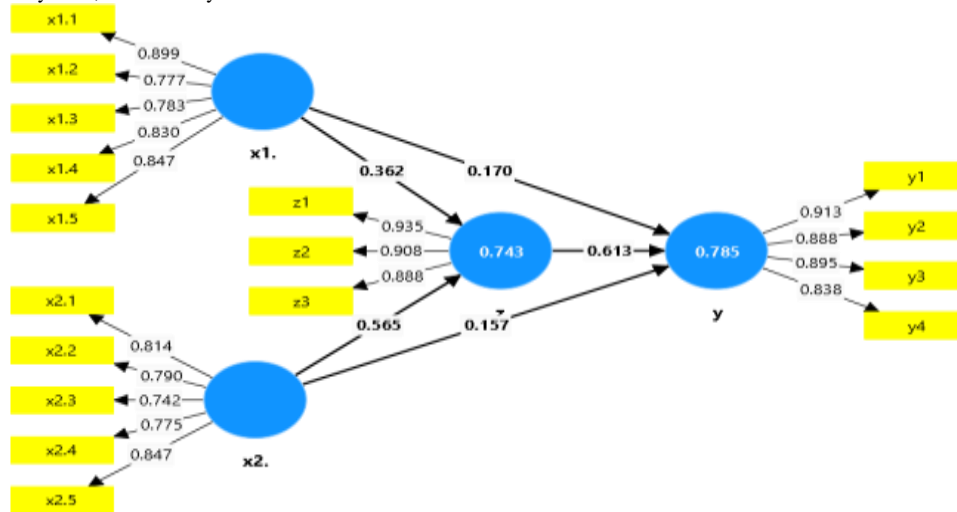


Figure 4. Path Diagram Construction Source: Primary Data, Processed by SEM-PLS 4.0 2024

Based on Figure 4, it can be shown that each construct indicator has a value of more than 0.70. This means that the data loading factors meet the validity requirements.

5.3 Evaluation of Goodness of Fit (inner model)

Goodness of Fit is an evaluation of the structural model which is measured through R-square, F-square and Q-square to explain the percentage of the construct being studied.

Table 8. R-Square Test Analysis Results

Latent Variables	R-Square	Adjusted R-Square	Information
Consumer Loyalty (Y)	0.785	0.782	Strong
Consumer Satisfaction (Z)	0.743	0.740	Strong

Source: Primary Data, Processed by SEM-PLS 4.0 2024

Based on table 8, the R-square result for the consumer loyalty variable path (Y) is 0.782. This means that variables X1, X2, and Y have a strong ability of 78% in explaining consumer satisfaction (Z), namely 0.740. This shows that variables X1, X2 in explaining consumer loyalty (Y) are 74% in the strong category.

The results of the F-Square calculation are shown in the following table 9.

Table 9. Results of F-Square Analysis

variable	f-square	Information
X1 -> y	0,052	Weak
X1-> z	0,249	Moderate
X2 -> y	0,035	Weak
X2->z	0.606	Strong
Z-> y	0,448	Strong

Based on table 7. rule of thumb more than 0.70 is shown in the Cronbac'h alpha and composite reliability results, it can be said that the indicators for each variable have met the reliability requirements.

5.2 Path Diagram Construction (outher model)

Construction of a path diagram to describe the relationship between latent variables and their measuring indicators which are connected to be structural. The construct indicator requirements are said to be valid if the loading factor is > 0.7 .

Based on table 9, the results of price and product quality on consumer satisfaction show a moderate and strong influence of 0.249 and 0.606 respectively. A strong influence of 0.448 was also obtained from consumer satisfaction on consumer loyalty. Meanwhile, the results of a weak influence, namely 0.052 and 0.035, occur on price and product quality on consumer loyalty.

The next stage is calculating Goodness of Fit (GoF) with the following formula:

$$Q^2 = AVE \times R^2$$

$$Q^2 = 1 - (1 - R^2_1) - (1 - R^2_2) - (1 - R^2_{..})$$

$$Q^2 = 1 - (1 - 0,782) - (1 - 0,740)$$

$$Q^2 = 1 - (0,218) - (0,26)$$

$$Q^2 = 1,042$$

The Q-Square value in this calculation was found to be 1.042 or more than 0. This means. The model in this research is relevant or good so it can be used for testing.

5.4 Hypothesis Testing

Hypothesis testing is carried out to determine the level of significance of a research hypothesis by assessing the T-statistics and P-value results. This test was carried out using a sample using the bootstrapping method via path coefficients so that researchers can draw conclusions about the direct influence or significance of the variables studied. The level of significance in hypothesis testing when H1 is accepted and H0 is rejected is if the p-value is less than 0.05. Meanwhile, the T-statistic value is said to be 10% significant if the T-statistic is > 1.65 . The 5% significance level is at T-Statistic > 1.96 and the 1% significance level is at T-Statistic > 2.58 . The results of

bootstrapping calculations in this research are shown in the following figure 5.

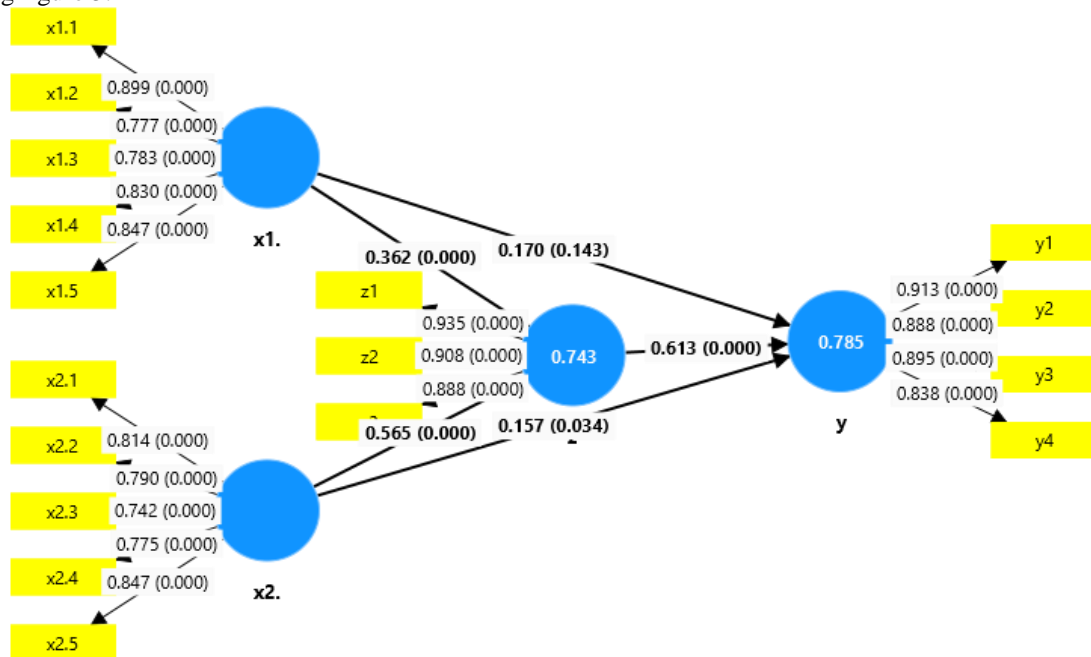


Figure 5. Bootstrapping calculation results **Source:** Primary Data, Processed by SEM-PLS 4.0 2024
A summary of hypothesis testing using bootstrapping analysis can be seen in table 10.

Table 10. Hypothesis Testing

	Variabel	Path coefficient	T statistik	P values	Information
Direct Effect	x1. -> y	0.170	1.465	0.143	Positive No significant
	x1. -> z	0.362	4.275	0.000	Signifikan
	x2. -> y	0.157	2.117	0.034	Signifikan
	x2. -> z	0.565	6.676	0.000	Signifikan
	z -> y	0.613	6.239	0.000	Signifikan
Indirect Effect	x1. -> z -> y	0.222	4.201	0.000	Signifikan
	x2. -> z -> y	0.346	4.219	0.000	Signifikan
Total effect	x1. -> z	0.362	4.275	0.000	Signifikan
	x1. -> y	0.392	3.290	0.001	Signifikan
	x2. -> y	0.503	4.531	0.000	Signifikan
	x2. -> z	0.565	6.676	0.000	Signifikan
	z -> y	0.613	6.239	0.000	Signifikan

Source: Primary Data, Processed by SEM-PLS 4.0 2024

5.4.1. Direct effect

- The P-Value of the Scarlett Whitening price variable on consumer loyalty is $0.143 > 0.05$ and the path coefficient of 0.170 is positive, while the T-statistic is $1.464 < 1.65$ at the 10% significance level. This shows that H1 is rejected and H0 is accepted.
- The p-value of the Scarlett Whitening price variable on consumer satisfaction is $0.000 < 0.05$ and the path coefficient value of 0.362 is positive. Meanwhile, the T-statistic value is $4.275 > 2.58$ at the 1% significance level, so H2 is accepted and H0 is rejected. It can be concluded that price has a positive and significant effect on consumer satisfaction.
- The p-value of the Scarlett Whitening product quality variable on consumer loyalty is $0.034 < 0.05$ and the path coefficient value of 0.157 is positive. Meanwhile, the T-statistic value is $2.117 > 1.96$ at the 5% significance level, so H3 is accepted and H0 is rejected. It can be concluded that product quality has a positive and significant effect on consumer loyalty.
- The p-value of the Scarlett Whitening product quality variable on consumer satisfaction is $0.000 < 0.05$ and the path coefficient value of 0.565 is positive. Meanwhile, the T-statistic value is $6.676 > 2.58$ at the 1% significance level, so H4 is accepted and H0 is rejected. It can be concluded that product quality has a positive and significant effect on consumer satisfaction. The p-value of the consumer satisfaction variable on consumer loyalty is $0.000 < 0.05$ and the path coefficient value of 0.613 is positive. Meanwhile, the T-statistic value is $6.239 > 2.58$ at the 1% significance level, so H5 is accepted and H0 is rejected. It can be concluded that

consumer satisfaction has a positive and significant effect on consumer loyalty.

5.4.2 Indirect Effect

- a. The p-value of the price variable on the consumer loyalty variable mediated by consumer satisfaction is $0.000 < 0.05$ and the path coefficient value of 0.222 is positive. Meanwhile, the T-statistic value is $4,201 > 2.58$ at the 1% significance level, so H6 is accepted and H0 is rejected. It can be concluded that price has a positive and significant effect on consumer loyalty, mediated by consumer satisfaction.
- b. The p-value of the product quality variable on the consumer loyalty variable mediated by consumer satisfaction is $0.000 < 0.05$ and the path coefficient value of 0.346 is positive. Meanwhile, the T-statistic value is $4,219 > 2.58$ at the 1% significance level, so H7 is accepted and H0 is rejected. It can be concluded that product quality has a positive and significant effect on consumer loyalty, mediated by consumer satisfaction.

5.4.3. Total effect

Based on the total effect in table 10, it shows that all variables have a significant influence with a p-value < 0.05 .

6. RESULTS AND DISCUSSION

6.1 The Effect of Price on Consumer Loyalty

This research shows that price has a positive but not significant effect on consumer loyalty. This result was obtained based on table 10, which shows that there is a positive but not significant path coefficient. This can be seen from the significance of the influence of price on consumer loyalty of $0.143 > 0.05$ with a path coefficient value of 0.170. Based on this table, it can be concluded that price directly has a positive but not significant effect on consumer loyalty so that H1 is rejected and H0 is accepted.

Even so, the price variable still has a positive but not significant effect. This is in line with research Arif and Syahputri (2021) which states that price has a positive but not significant effect on consumer loyalty.

6.2 The Effect of Price on Consumer Satisfaction

This research obtained the results that price has a positive and significant effect on consumer satisfaction. This result was obtained based on table 6 which shows that there is a positive path coefficient with a significance level of 1%. This means that if the price matches the quality of the product, consumers will feel satisfied. Based on these results, it can be concluded that price can directly influence customer satisfaction with Scarlett Whitening skincare so that the second hypothesis is fulfilled. The grand mode of the price also gets very

agreeable (SS). This also supports consumers strongly agreeing (SS) that the indicators of price affordability, price suitability to product quality, price competitiveness, price discounts, price suitability to product benefits state that price has a positive and significant effect on consumer satisfaction. In line with research conducted by Ahmed et al. (2023) and Sudaryanto et al. (2022) which states that price has a positive and significant influence on consumer satisfaction.

6.3 The Influence of Product Quality on Consumer Loyalty

This research shows that product quality has a positive and significant effect on consumer loyalty. Based on table 10, the significance value of product quality on consumer loyalty is $0.034 < 0.05$ at a significance level of 5% with a path coefficient value of 0.157. This means that the better the level of product quality provided by Scarlett Whitening skincare, the more loyal consumers will be. Based on these results, it can be concluded that product quality can directly influence consumer loyalty, so that H3 is accepted and H0 is rejected.

Based on the outer loading value in table 5, it shows product performance quality (X2.5) as the highest indicator in explaining product quality. This means that the results of using Scarlett Whitening skincare products have a high contribution in increasing consumer satisfaction. These results are supported by research conducted by Rahmawati et al. (2022) which states that product quality has a positive and significant effect on consumer loyalty.

6.4 The Influence of Product Quality on Consumer Satisfaction

This research shows that product quality has a positive and significant effect on consumer satisfaction. This result was obtained based on table 10 which shows that there is a positive path coefficient with a significance level of 1%. This means that the better the quality of the product provided, the more satisfied consumers will feel. Based on these results, it can be concluded that product quality has a positive and significant effect on consumer satisfaction. So H4 is accepted and H0 is rejected.

The results of this research are in line with research by Arif and Syahputri (2021) which states that product quality has a positive and significant effect on consumer loyalty.

6.5 The Influence of Consumer Satisfaction on Consumer Loyalty

This research obtained the results that consumer satisfaction has a positive and significant effect on consumer loyalty. This result was obtained based on table 10 which shows that there is a positive path coefficient with a significance level of 1%. This means that the higher the consumer satisfaction provided by Scarlett Whitening skincare, the more consumer loyalty will increase. Based on these results, it can be concluded that consumer satisfaction can directly influence the loyalty

of Scarlett Whitening skincare consumers, so that H5 is accepted and H0 is rejected.

This is confirmed by research by Surahman et al. (2020) which states that consumer satisfaction has a positive and significant effect on consumer loyalty.

6.6 The Effect of Price on Consumer Loyalty is Mediated by Consumer Satisfaction.

This research shows that price has a positive and significant effect on consumer loyalty, mediated by consumer satisfaction. This result was obtained based on table 10 which shows that there is a positive path coefficient with a significance level of 1%. This means that the greater the match between quality and price, the higher consumer satisfaction will encourage consumer loyalty. Based on these results, it can be concluded that consumer satisfaction is indirectly able to mediate the influence of price on consumer loyalty, so that H6 is accepted and H0 is rejected.

Consumer satisfaction in mediating the influence of price on consumer loyalty can be seen based on table 10. This can be said to be a feeling of satisfaction with the affordable price with the quality that consumers want for the Scarlett Whitening skincare product which provides quality ingredients to overcome facial skin problems which can indirectly influence consumer loyalty. These results are in line with Resti and Soesanto (2016) showing that consumer satisfaction mediates the effect of price on consumer loyalty.

6.7 The Influence of Product Quality on Consumer Loyalty is Mediated by Consumer Satisfaction.

This research shows that product quality has a positive and significant effect on consumer loyalty through consumer satisfaction as a mediating variable. Based on

these results, it can be concluded that consumer satisfaction is indirectly able to mediate the influence of product quality on consumer loyalty, so that H7 is accepted and H0 is rejected.

Windiari and Djumarno (2021) show in their research that consumer satisfaction mediates the influence of product quality on consumer loyalty positively and significantly.

7. CONCLUSION

1) Price directly has a positive but not significant effect on consumer loyalty. This means that price does not really contribute to consumer loyalty.

2) Price has a positive and significant effect on consumer satisfaction. This means that if the price matches the quality of the product, consumers will feel satisfied.

3) Product quality has a positive and significant effect on consumer loyalty and consumer satisfaction. This means that the better the quality of the products provided, the more satisfied consumers will feel and become more loyal to Scarlett Whitening skincare products.

4) Consumer satisfaction has a positive and significant effect on consumer loyalty.

5) Product price and quality have a positive and significant effect on consumer loyalty through consumer satisfaction as a mediating variable. This means that consumer satisfaction with Scarlett Whitening skincare can mediate the influence of price and product quality on consumer loyalty. This means that prices that match product quality will create consumer satisfaction so that consumer loyalty will be higher.

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Sudaryanto Sudaryanto
Universitas Jember, University of
Ballarat, Indonesia.
Sudaryanto.feb@unej.ac.id
ORCID: 0000-0001-92813962

Indah Nur Laili
Universitas Jember, Indonesia.
Indahnurlaili3@gmail.com
ORCID: 0009-0003-1489-2660

Marmono Singgih
Universitas Jember, Indonesia.
Marmono.singgih.feb@unej.ac.id
ORCID: 0009-0006-1433-3430