

THE EFFECT OF PRODUCT QUALITY DIMENSIONS ON CUSTOMER LOYALTY FOR SKINCARE PRODUCTS THE ORIGINOTE BY USING CUSTOMER SATISFACTION AS A MEDIATING VARIABLE (Study on Students of the Faculty of Economics and Business, Wijaya Kusuma University Surabaya)

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Abstract

This study analyzes and reexamines the influence of product quality dimensions as an effort to increase customer loyalty from the originate skincare products by setting customer satisfaction variables as mediation variables. This research is a quantitative research, where data that can be calculated or measured directly in the form of numbers, dimensional values with data sources from questionnaires filled out by respondents based on a predetermined sample of 96 respondents, namely students of the Faculty of Economics and Business, Wijaya Kusuma University Surabaya. Data analysis techniques used are instrument tests with validity tests, reliability tests, classical assumption tests, Normality Tests, Multicollinearity Tests, Heteroscedasticity Tests and Multiple Linear Regression Analysis and conducting hypothesis testing.

Keywords: *product quality, customer loyalty customer satisfaction*

1. INTRODUCTION

Nowadays, so many people pay attention to how important it is to maintain their appearance both inside and outside, and almost all circles of both men and women, ranging from teenagers, adults to parents. This awareness is what ultimately led to the birth and proliferation of the beauty industry, and even with services that target various regions, both from cities to villages. One of the skincare products that is currently being loved by the public is skincare from The Originote. The Originote is a skincare brand founded in 2022, featuring several series of skincare products that are customized to address various skin problems and are suitable for use from the age of 17 years (teenagers) and above. Each product is designed to address specific skin concerns, containing advanced ingredients while remaining affordable.

The increase in competition in the global skincare industry encourages companies to improve the quality of their products, so companies are required to focus more on the quality of the products they offer. The quality of a product or service can be measured based on the company's ability to meet consumer expectations and desires for it. Given that quality has diverse meanings for each individual, companies must set clear standards to assess their quality. Product quality is a key factor in the company's operations, because by producing good quality products, the company is able to improve the quality of its products.

The purpose of this study was to determine To analyze the effect of product quality on customer loyalty for The Originote skincare products, To analyze the effect of customer satisfaction on customer loyalty for The Originote skincare products, To analyze the effect of product quality on customer satisfaction for The Originote skincare products, To determine whether customer satisfaction can mediate the effect of product quality dimensions on customer loyalty for the originate skincare products.

2. RESEARCH METHOD

In this study, researchers used a quantitative approach. In this study, researchers distributed questionnaires, the population used in this study were students of the Faculty of Economics and Business, Wijaya Kusuma University with a total sample size of 96 samples.

3. RESULTS AND DISCUSSION

a. Validity Test

Tabel 1. Validity Test

Questions	r Hitung	r Tabel	Kesimpulan
X1	0.441	0.1997	Valid
X2	0.662	0.1997	Valid
X3	0.534	0.1997	Valid
X4	0.665	0.1997	Valid
X5	0.517	0.1997	Valid
X6	0.467	0.1997	Valid
X7	0.386	0.1997	Valid
X8	0.369	0.1997	Valid

Sumber: Primary data processed with SPSS, 2024.

Table 1 shows that of the 8 question items, all questions are declared valid, because r count is greater than r table.

b. Customer loyalty variable validity test

Tabel 2 Customer loyalty variable validity test results

Questions	r Count	r Table	conclusion
X1	0.420	0.1997	Valid
X2	0.570	0.1997	Valid
X3	0.562	0.1997	Valid
X4	0.686	0.1997	Valid
X5	0.464	0.1997	Valid
X6	0.467	0.1997	Valid

Source: Primary data processed with SPSS, 2024.

Table 2 shows that of the 6 question items, all questions are declared valid, because r count is greater than r table.

c. Validity Test of Customer Satisfaction Variables

Table 3 Results of the Customer Satisfaction Variable Validity Test

Questions	r Count	r Table	conclusion
Y1	0.613	0.1997	Valid
Y2	0.776	0.1997	Valid
Y3	0.781	0.1997	Valid

Source: Primary data processed with SPSS, 2024.

Table 3 shows that of the 3 question items, all questions are declared valid, because r count is greater than r table.

d. Reliability Test

Table 4 Reliability Test Results

Variabel	Cronbach's Alpha
Product Quality	0,662
Customer Loyalty	0,678
Satisfaction	0,647

Source: Primary data processed with SPSS, 2024.

From the results of the questionnaire reliability test in table 4 shows that the data obtained Cronbach's alpha value > 0.60. So it can be interpreted that of all the variables, namely all variables are reliable.

e. Multiple Linear Regression

Table 5 Multiple Linear Regression Analysis Results

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	8.352	2.340		3.569	.001
	Product Quality	.281	.081	.340	3.463	.001
	Customer loyalty	.398	.182	.215	2.190	.031

- a) The constant value of 8.352 means that the intersection of the regression line on the Y axis lies at the value of 8.352, this value is constant, meaning that it is not tied to the independent variable or to the dependent variable.
- b) The product quality regression coefficient (X) of 0.281 is positive, this means that if the product quality variable (X) changes by one unit, the customer satisfaction variable (Z) will increase by 0.281 assuming other variables are constant.
- c) The customer satisfaction regression coefficient (Z) of 0.398 is positive, this means that if the customer satisfaction variable (Z) changes by one unit, the product quality variable (X) will increase by 0.398 assuming other variables are constant.

1. Determination Analysis (R²)

f. Model Summary

Table 6 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.462 ^a	.213	.196	1.82742

a. Predictors: (Constant), customer satisfaction, product quality

b. Dependent Variable: customer loyalty

Based on table 6, it shows that the R value is 0.697, which means that the correlation or relationship between the independent variables consisting of product quality and customer satisfaction

has a moderate relationship. The R Square value shows 0.462, this means that the effect of the independent variable consisting of product quality and customer satisfaction with the dependent variable customer loyalty is 46.2% while the rest is influenced by other factors.

g. F Test

Tabel 7. F Test
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.169	2	42.084	12.602	.000 ^b
	Residual	310.571	93	3.339		
	Total	394.740	95			

a. Dependent Variable: customer loyalty.

b. Predictors: (Constant), customer satisfaction, product quality.

Based on table 7, it can be seen that the results of Fcount show a value of 12,084 greater than Ftable of 3.14 with a significance value of 0.000. This shows that product quality and customer satisfaction have a simultaneous effect between product quality and customer satisfaction on customer loyalty.

h. T Test

Tabel 8. T table

t _{hitung}	t _{tabel}	Sig.
4.429	1.66123	0.000
3.439	1.66123	0.001
3.630	1.66123	0.000

From the data above, the following analysis results were obtained:

- The tcount result of product quality (X) is 4.429 while ttable = 1.66123, then the value of tcount > ttable. While the significance value of the tcount of the product quality variable (X) is 0.000, meaning <0.05. Based on these results, H0 is rejected and Ha is accepted, which means that product quality has a significant effect on customer loyalty (Y).
- The tcount result of customer satisfaction (Z) is 3.439 while the ttable = 1.66123, then the value of tcount > ttable. While the significance value of the tcount of the customer satisfaction variable (Z) is 0.001, meaning <0.05. Based on these results, H0 is rejected and Ha is accepted, which means that customer satisfaction has a significant effect on customer loyalty (Y).
- The tcount result of product quality (X) is 3.630 while ttable = 1.66123, then the value of tcount > ttable. While the significance value of the tcount of the product quality variable (X) is 0.000, meaning <0.05. Based on these results, H0 is rejected and Ha is accepted, which means that product quality has a significant effect on customer loyalty (Y).

i. Path Analysis

Table 9. Direct and indirect effects of work motivation on employee performance through leadership as an intervening variable

Tabel 8. T table

Variable	Direct Influence	Indirect influence
Product quality on customer loyalty	0,343	
Product quality to customer satisfaction		0.156
Customer satisfaction to customer loyalty		0,618

The amount of direct influence is 0.343 while the amount of indirect influence must be calculated by multiplying the indirect coefficient, namely $(0.156) \times (0.618) = 0.521592$ or the total effect of product quality on customer loyalty $= 0.343 + (0.156) \times (0.618) = 0.308382$.

The mediating effect proposed by multiplying the coefficient ($p_2 \times p_3$) is significant or not, tested with the sobel test as follows:

Calculate the standard error of the indirect effect coefficient (Sp_{2p3})

$$Sp_{2p3} = \sqrt{p_3^2 Sp_2^2 + p_2^2 Sp_3^2 + Sp_2^2 Sp_3^2}$$

$$Sp_{2p3} = \sqrt{(0.618^2)(0.043^2) + (0.156^2)(0.180^2) + (0.043^2)(0.180^2)}$$

$$Sp_{2p3} = \sqrt{(0.011124)(0.001849) + (0.024336)(0.0324) + (0.001849)(0.0324)}$$

$$Sp_{2p3} = \sqrt{0.000021 + 0.000788 + 0.00006}$$

$$Sp_{2p3} = \sqrt{0.000869} = 0.0294788$$

Based on the Sp_{2p3} results, we can calculate the t-statistic value of the mediating effect with the following formula:

$$t = \frac{p_2 p_3}{Sp_{2p3}} = \frac{0,096408}{0,0294788} = 3.270418$$

Because the value of $t_{count} = 3.270418$ is greater than t_{table} with a significance level of 0.05, which is 1.66123, it can be concluded that there is a mediating effect. So, customer satisfaction can be a mediating variable between product quality and customer loyalty.

j. DISCUSSION

1) Product quality (x_1) affects customer loyalty (Y) of The Originote skincare products.

Based on the results showed that product quality has a significant effect on customer loyalty for The Originote skincare products. The results of this study are in line with Familiar and Maftukhah (2015), The increase in product quality affects the increase in customer loyalty. Product quality that affects customer loyalty is with product features that provide a variety of products with good quality.

2) Customer satisfaction (Z) affects customer loyalty (Y) of The Originote skincare products.

Based on the results showed that customer satisfaction has a significant effect on customer loyalty for The Originote skincare products. The results of this study are in line with Tjiptono (2016), that satisfaction will lead to customer loyalty. One of the factors that influence

loyalty is the level of customer satisfaction. This customer satisfaction is of course created because the products offered are in accordance with the customer's wishes, so that

This customer satisfaction is of course created because the products offered are in accordance with the wishes of the customer, so that repeat purchases will occur which indicates the level of customer loyalty.

- 3) Product quality has an effect (X) on customer satisfaction (Z) of The Originote skincare products.

Based on the results showed that product quality has a significant effect on customer satisfaction for The Originote skincare products. The results of this study are in line with (Kotler and Keller, 2020). Because when the higher the level of product quality, the higher the level of customer satisfaction generated.

- 4) Customer Satisfaction (Z) can mediate the Effect of Product Quality Dimensions (X) on Customer Loyalty (Y) The Originote Skincare Products.

Based on the results of the study, it shows that customer satisfaction can mediate the effect of product quality dimensions on customer loyalty. So, customer satisfaction can be a mediating variable between product quality and customer loyalty. The results of this study are in line with Nuryati et al (2023) that product quality and customer satisfaction have a positive and significant effect on customer loyalty at Padma Herbal Balidi Tabanan Regency. This means that the higher the product quality and customer satisfaction, the more customer loyalty increases.

k. CONCLUSIONS

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows:

- a) Product quality affects customer loyalty for The Originote skincare products. This means that the higher the product quality, the higher the customer loyalty.
- b) Customer satisfaction affects customer loyalty for The Originot skincare products. This means that the higher the customer satisfaction, the higher the customer loyalty.
- c) Product quality affects customer satisfaction with The Originote skincare products. This means that the higher
- d) Customer satisfaction can mediate the effect of product quality dimensions on customer loyalty for The Originote skincare products. That there is a mediating influence. So, customer satisfaction can be a mediating variable between product quality and product quality customer loyalty, the higher the customer loyalty.

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