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The Influence of Product Quality, Brand Image, and Price on Consumer Satisfaction of Hanasui Cosmetics

Adelia Apriatna ^{1*)}; Cut Edwina Safia Oebit ²⁾

¹⁾ adeliapriatna20@gmail.com, Universitas Mercu Buana, Indonesia

²⁾ cutedwina@mercubuana.ac.id, Universitas Mercu Buana, Indonesia

*) Corresponding Author

ABSTRACT

The purpose of this study is to analyze the effect of product quality, brand image, and price on consumer satisfaction with Hanasui cosmetics. The research design employed in this study is quantitative with descriptive and causal approaches. The population consists of all consumers who purchase and use Hanasui cosmetic products in Depok. The sample comprised 170 consumers selected through purposive sampling. Data were collected using a questionnaire, and the data analysis technique employed was SEM-PLS with SmartPLS version 4. The findings indicate that product quality, brand image, and price have a positive and significant effect on consumer satisfaction. Companies should place quality as a top priority in every stage of product development. Furthermore, companies need to build trust and positive perceptions in the minds of consumers to remain relevant and memorable, especially amid the increasing number of cosmetic product choices in the market. Consumers will feel satisfied if the price paid is comparable to or lower than the benefits and quality received.

Keywords: Brand Image; Price; Customer Satisfaction; Cosmetics; Product Quality.

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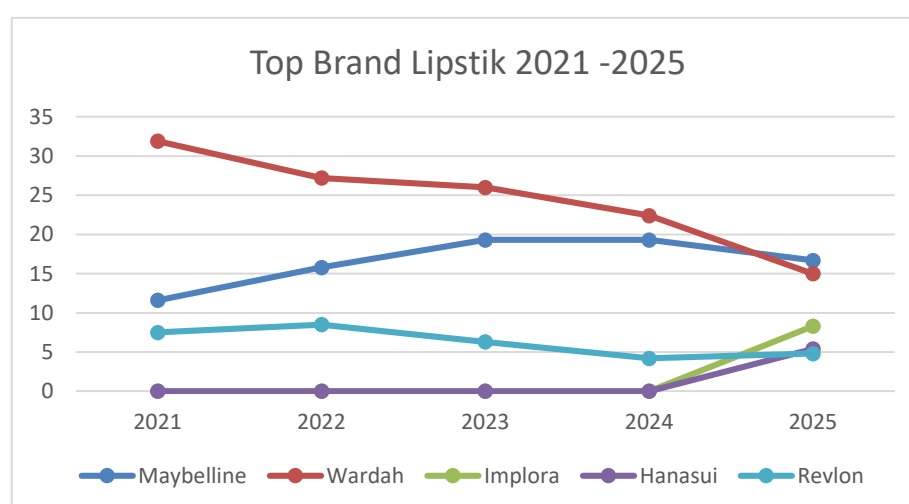
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INTRODUCTION

In the competitive cosmetics industry, consumer decisions and satisfaction are largely shaped by three key factors: product quality, brand image, and price. The interplay of these factors is complex (Lestari, 2019). Of these, product quality is considered the most critical, as cosmetic users typically hold high expectations regarding a product's effectiveness, safety, and durability. Quality encompasses the ability of the product to meet skincare needs, the safety of its ingredients, and the extent to which the final results align with the claims made by the manufacturer (Yulianti & Wulandari, 2019). Indonesia is home to many well-regarded local cosmetic brands, one of the most notable being Hanasui. The brand has achieved significant digital recognition, boasting over 350,000 followers, 290,000 sales transactions, and 260,000 product reviews with an average rating of 4.9 across two leading marketplaces (Aryanto, 2021). The country's cosmetics industry has experienced rapid growth, with the number of companies expanding by more than 69% in the past four years. The beauty market value is projected to reach US\$9.3 billion in 2025, rising from US\$9.1 billion the previous year (Rahman, 2025). Among its product offerings, Hanasui lipsticks stand out as consumer favorites, as evidenced by their recognition in the TOP Brand index for the lipstick category in Indonesia.

Figure 1. Top Lipstick Brands in Indonesia (2021–2025)



Source: Top Brand Index, (2025)

Maybelline experienced significant market share growth from 11.60% in 2021 to 19.30% in 2023, remained stable in 2024, and then declined to 16.70% in 2025. In contrast, Wardah showed a consistent decrease from 31.90% (2021) to only 15.00% (2025) due to intense competition, including from new local brands such as Implora (8.30%) and Hanasui (5.40%), which immediately captured the market in 2025. Revlon recorded minor fluctuations, with a temporary increase in 2022, a decline through 2024, and a slight recovery in 2025, although its position was not as strong as Maybelline or Wardah. These findings highlight the growing competitiveness of local brands in the affordable cosmetics segment.

The preliminary survey in Depok City revealed that 75% of consumers considered Hanasui's prices affordable and 62.5% rated its quality as good, but only 45% perceived Hanasui's image as being on par with well-known brands. These findings indicate that while

price and quality are positively appreciated, Hanasui's brand image remains relatively low, raising the question of whether consumer satisfaction has truly been achieved to the fullest. Consumer satisfaction in the cosmetics industry is influenced by several key factors, namely brand image, product quality, and price (Fahmi, 2021). Brand image reflects consumer trust and perception of a product, while product quality covers effectiveness, safety, and suitability with consumer needs (Wijaya & Erdiansyah, 2022). Beyond brand image, product quality serves as the main factor in consumer decision-making. Products that are reliable, superior, and stand out compared to other brands are more likely to remain in consumers' minds and even encourage them to pay a premium. Ultimately, product quality strongly depends on customer satisfaction during usage (Cahyo, Supriyadi, Anggraeni, & Purwanto, 2023). Price also plays an important role as an indicator of value and a determinant of a company's competitiveness (Setiawati, Nuringwahyu, & Zunaida, 2023).

Various studies have shown that product quality, brand image, and price significantly influence consumer satisfaction, although the results vary. Research by Wijaya & Erdiansyah (2022) and Prasetyo & Wibowo (2023) emphasized that product quality and brand image have a significant impact on consumer satisfaction, with product quality being the dominant factor. Cahyo et al. (2023) found that product quality, brand image, and price all have an influence, where quality and attractive packaging can drive loyalty, while price does not always hinder purchase decisions. Laili & Canggih (2021) showed that product quality positively affects satisfaction, but brand image negatively impacts consumer satisfaction with Citra body lotion. Meanwhile, Derang (2020) discovered that brand image had no significant effect on satisfaction, although product quality remained influential. The purpose of this study is to analyze the effects of brand image, product quality, and price on Hanasui consumer satisfaction

LITERATURE REVIEW

2.1. Consumer Behavior Theory

Consumer behavior refers to the actual actions of individuals or groups, such as organizations, influenced by both external and internal factors that drive them to choose and consume desired goods or services (Setiadi, 2019). The theory of consumer behavior examines how individuals or groups select, purchase, use, and dispose of products to meet their needs and wants. This behavior is influenced by internal factors (motivation, attitudes, perception, personality) and external factors (culture, social class, family, reference groups), as well as decision-making stages ranging from problem recognition to post-purchase behavior (Kotler and Keller, 2021). Consumer behavior can also be defined as the activities of individuals directly involved in obtaining and using goods or services, including the decision-making processes that prepare and determine those activities (Sunyoto, 2019).

2.2. Consumer Satisfaction

According to Solomon & Rabolt (2021), consumer satisfaction plays an important role in a company's success because it influences customer loyalty and brand image. Satisfied consumers tend to be loyal, repurchase, accept innovations, and provide positive recommendations, making satisfaction a key to business sustainability (Kotler and Keller, 2021). Customer satisfaction is the buyer's evaluation of whether a seller's offering exceeds their expectations in a purchase. Furthermore, customer satisfaction or dissatisfaction is defined as the comparison between consumer expectations and their perceptions of the actual service interaction (Tjiptono, 2019).

2.3. Product Quality

Product quality is the totality of features or characteristics of a product that enable it to meet implied needs. Consumers play an important role in assessing product quality since they are the recipients of the final outcome of the product (Kotler and Keller, 2021). Product quality refers to anything offered in the market or through distributors to be considered, owned, used, or consumed in order to satisfy consumer wants and needs (Kotler & Armstrong, 2021). It is everything provided by producers to be considered, used, consumed, and purchased by consumers or other producers in line with specific consumer needs (Astuti & Matondang, 2020).

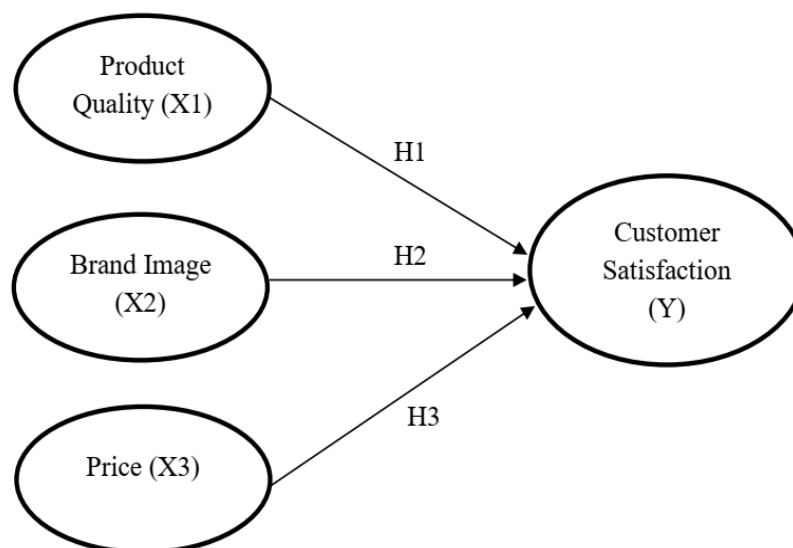
2.4. Brand Image

Brand image is consumers' perception of a brand as a reflection of the associations existing in their minds. A brand must be able to create a clear image in consumers' perceptions (Kotler and Keller, 2021). Brand image is the description of associations and beliefs consumers hold about a particular brand (Tjiptono, 2019). It represents a set of consumer beliefs regarding a specific brand (Kotler & Armstrong, 2021).

2.5. Price

Price is the amount charged by a business to buyers or customers for goods or services sold or delivered (Alma & Saladin, 2019). Price can also be defined as the sum of money and availability of goods or services exchanged by buyers for various product and service options offered by sellers (Tjiptono, 2019). Additionally, price represents the total value consumers exchange to obtain benefits related to the ownership or use of goods or services (Kotler & Armstrong, 2021).

Figure 2. Conceptual Framework



Description :

These independent variables are denoted as (X) and consist of the following sub-variables:

- Variable X1: Product Quality
- Variable X2: Brand Image
- Variable X3: Price

The dependent variable is denoted as (Y) and is explained as follows:

a. Variable Y: Consumer Satisfaction

METHOD

3.1. Research Time and Location

This study was conducted from March 2025 to August 2025, following the issuance of the research permit and during the process of data presentation, thesis preparation, and academic supervision. The research was carried out in Depok City with the focus on consumers of Hanasui cosmetic products.

3.2. Research Design

The study employed a quantitative method with a causal research design. According to Sugiyono (2020), quantitative research is grounded in the positivist paradigm, where data are collected in numerical form and analyzed using statistical techniques. A causal design, in particular, investigates cause-and-effect relationships between two or more variables. The purpose of this approach is to test hypotheses regarding the influence of independent variables on the dependent variable.

3.3. Measurement Scale

The study applied a Likert scale to measure respondents' attitudes, perceptions, and judgments toward specific statements. The Likert scale is a structured measurement tool that typically uses a 5-point range, allowing respondents to indicate the degree of their agreement or disagreement. This scale is widely used to assess levels of approval, perception, or evaluation in social and behavioral research.

RESULTS AND DISCUSSION

4.1 Results

Partial Least Square Data Analysis

Convergent Validity

Convergent Validity testing is assessed for each construct indicator. Based on this criterion, if a loading factor is below 0.50, it will be removed or dropped from the model.

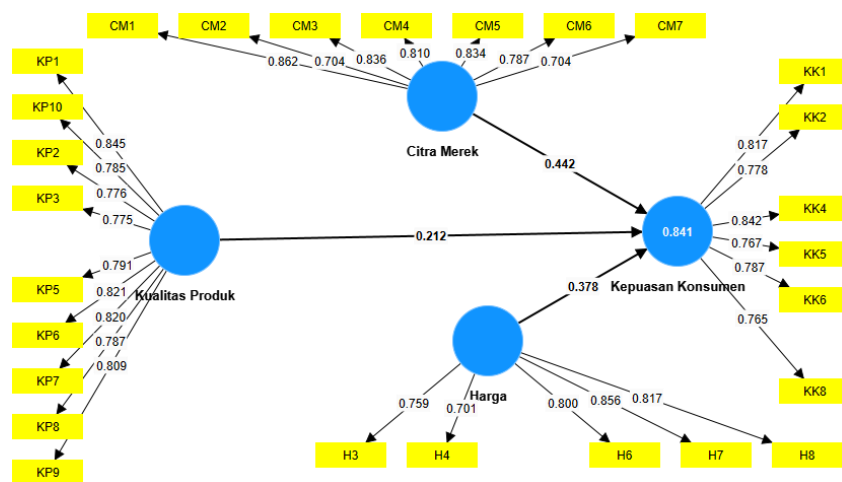
Table 1. Convergent Validity Test

Indicator	Outer Loading	Description
KP1	0,845	Valid
KP2	0,776	Valid
KP3	0,775	Valid
KP5	0,791	Valid
KP6	0,821	Valid
KP7	0,820	Valid
KP8	0,787	Valid
KP9	0,809	Valid
KP10	0,785	Valid
CM1	0,862	Valid
CM2	0,704	Valid
CM3	0,836	Valid

Indicator	Outer Loading	Description
CM4	0,810	Valid
CM5	0,834	Valid
CM6	0,787	Valid
CM7	0,704	Valid
H3	0,759	Valid
H4	0,701	Valid
H6	0,800	Valid
H7	0,856	Valid
H8	0,817	Valid
KK1	0,817	Valid
KK2	0,778	Valid
KK4	0,842	Valid
KK5	0,767	Valid
KK6	0,787	Valid
KK8	0,765	Valid

Source : Smart PLS, (2025)

Figure 3. PLS Algorithm



Source: Output PLS, (2025)

Convergent validity testing in Figure 3 and Table 1 shows that all indicators have met the convergent validity criteria, as they have loading factor values above 0.70.

Discriminant Validity (Cross Loading)

Discriminant validity testing is conducted to ensure that each concept of the latent variables is distinct from other variables. An indicator is considered valid if it has the highest loading factor on its intended construct compared to the loading factors on other constructs. Thus, latent constructs predict the indicators within their own block better than the indicators in other blocks. The results of the Discriminant Validity test are obtained as follows.

Table 2. Discriminant Validity (Cross loadings)

Indicator	KP	CM	H	KK
KP1	0,845	0,666	0,497	0,718
KP2	0,776	0,715	0,474	0,660
KP3	0,775	0,634	0,493	0,608
KP5	0,791	0,683	0,543	0,672
KP6	0,821	0,689	0,526	0,664
KP7	0,820	0,719	0,502	0,683
KP8	0,787	0,696	0,475	0,628
KP9	0,809	0,640	0,532	0,653
KP10	0,785	0,582	0,489	0,610
CM1	0,720	0,862	0,506	0,787
CM2	0,494	0,704	0,298	0,489
CM3	0,674	0,836	0,507	0,765
CM4	0,717	0,810	0,579	0,734
CM5	0,764	0,834	0,579	0,737
CM6	0,638	0,787	0,449	0,579
CM7	0,586	0,704	0,324	0,500
H3	0,422	0,443	0,759	0,508
H4	0,348	0,307	0,701	0,430
H6	0,397	0,371	0,800	0,500
H7	0,606	0,562	0,856	0,763
H8	0,605	0,586	0,817	0,736
KK1	0,629	0,529	0,756	0,817
KK2	0,545	0,495	0,691	0,778
KK4	0,621	0,586	0,753	0,842
KK5	0,690	0,670	0,499	0,767
KK6	0,720	0,862	0,506	0,787
KK8	0,674	0,836	0,507	0,765

Source : Output PLS(2025)

Based on the PLS output results in Table 2 above, it can be seen that each indicator has the highest loading factor when associated with its corresponding endogenous construct. This indicates that, according to the Discriminant Validity test, all indicators are valid

Discriminant Validity (Fornell Larcker)

Another method to assess discriminant validity is by examining whether the loading factor value is higher for its intended construct compared to other constructs in the model; if so, it can be considered to have good discriminant validity.

Table 3. Discriminant Validity – Fornell Larcker

Variable	Product Quality	Brand Image	Price	Customer Satisfaction
Product Quality	0,979			
Brand Image	0,836	0,932		
Price	0,628	0,599	0,788	
Customer Satisfaction	0,819	0,846	0,776	0,933

Source : Output PLS, 2025

Based on the results of the discriminant validity test using the Fornell-Larcker criterion, the loading factor values are higher for their intended constructs, which means they are valid.

Average Variance Extraced

Table 4. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Description
Product Quality	0,642	Valid
Brand Image	0,629	Valid
Price	0,621	Valid
Customer Satisfaction	0,629	Valid

Source : Output PLS, (2025)

From Table 4, it can be concluded that the square root of the average variance extracted (AVE) for each construct is greater than the correlation between one construct and the others in the model. Based on the AVE values in the table above, it can be concluded that the constructs in the estimated model meet the discriminant validity criteria.

Composite Reliability and Cronbach's Alpha

Composite reliability and Cronbach's alpha testing aim to assess the reliability of the instruments in a research model.

Table 5. Composite Reliability & Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability	Description
Brand Image	0,901	0,916	Reliabel
Price	0,852	0,881	Reliabel
Customer Satisfaction	0,882	0,884	Reliabel
Product Quality	0,930	0,931	Reliabel

Source : Output PLS, (2025)

Based on Table 5, the results of the composite reliability and Cronbach's alpha testing show satisfactory values, as all latent variables have composite reliability and Cronbach's alpha values ≥ 0.70 . This indicates that all latent variables are considered reliable.

Structural Model Testing or Hypothesis Testing (Inner Model)

The inner model testing is the development of a concept- and theory-based model aimed at analyzing the relationships between exogenous and endogenous variables as outlined in the conceptual framework. The steps for testing the structural model (inner model) are as follows

R-square Value Testing

Examining the R-square value, which serves as the test of the model's goodness-of-fit.

Table 6. R² Values of Endogenous Variables

Endogenous Variable	R square	Adjusted R ²
Customer Satisfaction (Y)	0,841	0,838

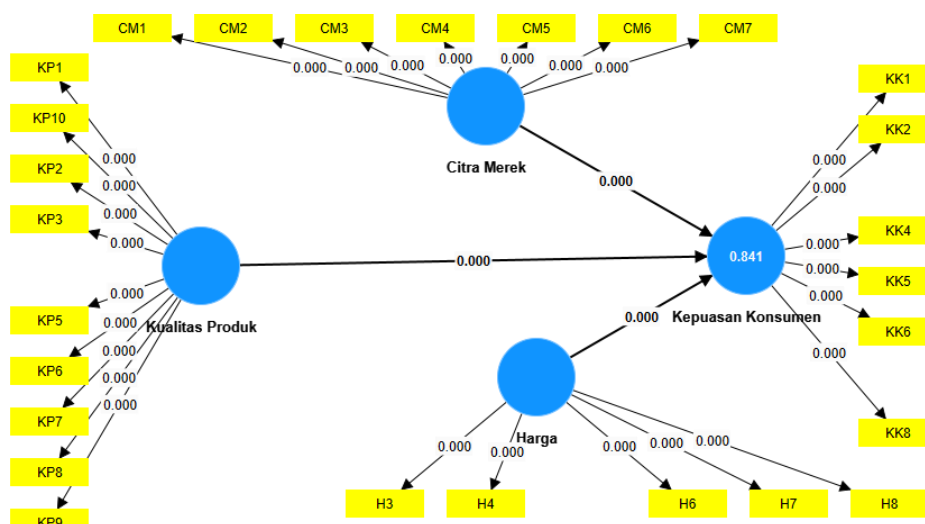
Source : Output PLS, (2025)

The structural model indicates that the model for the consumer satisfaction variable can be considered strong because it has a value above 0.33. The model examining the influence of exogenous latent variables (product quality, brand image, and price) on consumer satisfaction produces an adjusted R-square value of 0.841. This can be interpreted to mean that 84.1% of the variability in the consumer satisfaction construct can be explained by the variability of product quality, brand image, and price constructs, while the remaining 15.9% is explained by other variables outside the scope of this study.

Hypothesis Testing Results (Path Coefficient Estimation)

The estimated values for the path relationships in the structural model must be significant. The significance values for these hypotheses are obtained using the bootstrapping procedure. Hypothesis significance is assessed by examining the parameter coefficient values and the T-statistic significance values in the bootstrapping algorithm report. To determine whether the results are significant or not, the T-table at alpha 0.05 (5%) = 1.96 is used, and this value is then compared with the calculated T-statistic.

Figure 4. Bootstrapping Test Results



Source : Output PLS, (2025)

Table 7. Hypothesis Testing Results

Variable	Original Sample	Sample Mean	Standar Deviation	T. Statistic	P Values	Significance
Brand Image -> Customer Satisfaction	0,442	0,443	0,050	8,928	0,000	Positive Significant
Price -> Customer Satisfaction	0,378	0,376	0,050	7,572	0,000	Positive Significant
Product Quality -> Customer Satisfaction	0,212	0,215	0,058	3,660	0,000	Positive Significant

Source : Output PLS , (2025)

Hypothesis Testing Results

Based on the hypothesis testing in this study, the results show a t-statistic of 8.928. Since the t-statistic value is higher than the t-table value (1.96), it is considered significant. The original sample value is 0.442, indicating a positive direction, and the p-value is 0.000, which is less than 0.05. This means the first hypothesis is accepted: brand image has a positive and significant effect on consumer satisfaction. The hypothesis testing also produced a t-statistic of 7.572, which is significant as it exceeds 1.96. The original sample value is 0.378, indicating a positive direction, and the p-value is 0.000, less than 0.05. Thus, the second hypothesis is accepted: price has a positive and significant effect on consumer satisfaction. Furthermore, the hypothesis testing showed a t-statistic of 3.660, which is significant as it exceeds 1.96. The original sample value is 0.212, indicating a positive direction, and the p-value is 0.000, which is less than 0.05. Therefore, the third hypothesis is accepted: product quality has a significant effect on consumer satisfaction

4.2 Discussion

The Effect of Product Quality on Consumer Satisfaction

Based on the results of the analysis conducted using SmartPLS version 4, it was found that product quality has a positive and significant effect on Hanasui consumer satisfaction. This indicates that product quality plays a vital role in shaping consumer satisfaction. Many women are likely to continue purchasing cosmetics if they find the product suitable for their use (Cahyo et al., 2023). Product quality is the main factor that must be prioritized by companies and producers, as it is closely related to customer satisfaction, which is an essential goal of every marketing strategy (Derang, 2020). In this regard, Hanasui offers high-quality products enhanced with the latest innovations to improve customer satisfaction. Superior and more appealing product quality can increase consumer demand for cosmetics, ultimately intensifying competition in the beauty industry. This study aligns with the findings of (Setiawati et al., 2023), (Cahyo et al., 2023), (Laili & Canggi, 2021), (Wijaya & Erdiansyah, 2022), (Prasetyo & Wibowo, 2023), (Shaji, 2020), (Derang, 2020), and (Sari & Trisnowati, 2023) which all indicate that product quality positively affects consumer satisfaction. However, this research contradicts the studies of (Abigail, Sari, & Saputra, 2024) and (Maheswari & Vimal Kumar, 2021), which showed that product quality does not have a significant effect on consumer satisfaction.

The Effect of Brand Image on Consumer Satisfaction

The results of the study indicate that brand image partially has a positive and significant effect on Hanasui consumer satisfaction. In today's highly competitive business environment, brand image is a key factor for achieving success. Although some brands were once widely recognized, many have gradually declined, with some eventually disappearing from the market. The growing number of emerging cosmetic brands has created greater challenges for companies in maintaining their market presence (Derang, 2020). In marketing, businesses must develop effective strategies to promote their products, while also building a positive brand image in the minds of consumers. Branding plays an essential role in the success of marketing efforts in commercial and non-profit organizations, manufacturing and service sectors, and at local, regional, and global levels. A strong brand image that fosters consumer trust can provide a significant competitive advantage in the market. These findings are consistent with (Prasetyo & Wibowo, 2023), (Wijaya & Erdiansyah, 2022), (Supriyadi, Chisca Anggraeni, Ramadhan, & Purwanto, 2023), (Cahyo et al., 2023), (Laili & Canggi, 2021), (Setiawati et al., 2023), (Kumar

& Susmitha, 2023), and (Sari & Trisnowati, 2023), which all confirm that brand image has a significant effect on consumer satisfaction. However, this study does not align with (Derang, 2020), which found that brand image does not significantly affect consumer satisfaction.

The Effect of Price on Consumer Satisfaction

The results of this study show that price has a positive and significant effect on Hanasui consumer satisfaction. Price plays a crucial role in shaping customer satisfaction, as it is often used by companies as a benchmark for consumers in evaluating their experiences. This is because price is one of the main factors influencing consumer decisions to purchase a product. When consumers perceive that the value they receive is high, their satisfaction level tends to increase (Astrawan, Sanjaya, & Ekasani, 2023). To remain competitive, companies must consistently monitor competitors' pricing strategies to ensure that their own prices remain balanced not too high and not too low. Price plays an important role in shaping customer satisfaction. When prices are considered reasonable and aligned with the quality of the product or service offered, this can significantly enhance consumer satisfaction. Consumers generally begin to recognize the value of a product at a certain price level, and they feel more satisfied when the benefits they gain are equal to or greater than the price they pay (Ariyani & Fauzi, 2023). Therefore, choosing the right pricing strategy is critical. Well-calculated prices can enhance perceived value, support consumer purchasing power, strengthen product quality, and reduce direct price competition in the market. The findings of this study are consistent with (Setiawati et al., 2023), (Supriyadi et al., 2023), (Kumar & Susmitha, 2023), (Utama et al., 2023), (Prasetyo & Wibowo, 2023), and (Sari & Trisnowati, 2023), which show that product price positively affects consumer satisfaction. However, this study contradicts Maheswari & Vimal Kumar (2021), whose findings suggest that product price does not have a significant effect on consumer satisfaction.

CONCLUSION

Product quality has a positive and significant effect on Hanasui consumer satisfaction in Depok. Many women tend to continue purchasing cosmetics if they feel the products are suitable for them. Product quality is a key factor that must be prioritized by companies and producers, as it is closely linked to customer satisfaction, which is a vital goal of every marketing strategy. Brand image has a positive and significant effect on Hanasui consumer satisfaction in Depok. In today's highly competitive business environment, brand image is a crucial factor for achieving success. Although some brands were once widely recognized, many have gradually declined, with some eventually disappearing from the market. The increasing variety of cosmetic brands has intensified the challenges faced by companies in maintaining their market presence. Price has a positive and significant effect on Hanasui consumer satisfaction in Depok. Price is one of the main factors influencing consumer purchasing decisions. When consumers perceive that the value they receive is high, their satisfaction levels also tend to increase.

Hanasui needs to evaluate its formulas and production processes to ensure consistent product performance. Strengthening quality testing and quality control will help reduce the likelihood of products not functioning properly during use. It is necessary to develop branding strategies aimed at creating an exclusive impression. This can be done through premium packaging, collaborations with well-known influencers, strong brand storytelling, or launching

limited-edition products to enhance the perception of uniqueness and brand value. Clarity of pricing information should be improved both in offline and online stores. Explanations about price composition, discounts, and shipping policies must be communicated clearly and understandably so that consumers feel more confident and avoid suspicion of hidden costs. Hanasui can create loyalty or referral programs that encourage consumers to recommend the products. In addition, enhancing customer service and providing free samples could be effective approaches to increase consumer satisfaction and engagement with the brand.

Future studies could focus on factors influencing consumers' perception of brand exclusivity. This research may include analyses of brand communication, visual design, brand ambassador collaborations, and market segmentation to create a stronger sense of exclusivity. Future research may evaluate how price information is communicated to consumers and whether there is confusion or lack of clarity regarding additional costs. This study could focus on transparency in e-commerce platforms, product packaging, and digital promotions. Since consumers' intention to recommend the product is still relatively low, further research is suggested to explore the barriers that make consumers hesitant to recommend the product. This study could include long-term satisfaction as well as consumer perceptions of product value compared to competitors.

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