

## **THE EFFECT OF PERCEIVED PRICE AND QUALITY ON CONSUMER SATISFACTION OF MS GLOW COSMETIC PRODUCTS IN GENERATION Z**

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### **Abstract**

Consumer behavior changes have become increasingly apparent during the COVID-19 pandemic, where people shop online more frequently, particularly for cosmetic products. This situation has led companies to pay more attention to the price and quality of their products to ensure consumer satisfaction, even when shopping online. This study aims to analyze the influence of price perception and quality perception on the satisfaction of MS Glow consumers in Generation Z. This research uses a cross-sectional study design and a survey method using an online questionnaire tool, Google Forms. The respondents in this study were 318 people selected through purposive sampling using voluntary sampling techniques. The data obtained were processed using Microsoft Excel 2013 software, Statistical Package for Social Science (SPSS) 25.0, and LISREL 8.80. The data analysis included descriptive analysis, correlation tests, and Structural Equation Modeling (SEM) analysis. The relationship test results show that there is a relationship between the respondents' characteristic variables with price perception and quality perception but not with consumer satisfaction. The influence test results show a positive and significant influence of price perception and quality perception on consumer satisfaction, and price perception has a significant positive effect on quality perception.

Keywords: consumer satisfaction, cosmetic product, generation Z, perceived price, perceived quality

## **PENGARUH PERSEPSI HARGA DAN KUALITAS TERHADAP KEPUASAN KONSUMEN PRODUK KOSMETIK MS GLOW PADA GENERASI Z**

### **Abstrak**

Perubahan perilaku konsumen semakin terlihat pada masa pandemi Covid-19 dimana masyarakat lebih banyak melakukan pembelian online, khususnya pembelian produk kosmetik. Kondisi tersebut membuat perusahaan lebih memperhatikan harga dan kualitas produk agar konsumen tetap merasakan kepuasannya meski berbelanja secara online. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga dan persepsi kualitas terhadap kepuasan konsumen MS Glow pada generasi Z. Penelitian ini menggunakan desain cross-sectional study dan metode survei menggunakan alat bantu kuesioner online menggunakan Google Forms Responden pada penelitian ini berjumlah 318 orang yang dipilih secara purposive sampling dengan menggunakan teknik voluntary sampling. Data yang diperoleh menggunakan software Microsoft Excel 2013, Statistical Package for Social Science (SPSS) 25.0, dan LISREL 8.80. Analisis data yang dilakukan meliputi analisis deskriptif, uji korelasi, dan analisis Structural Equation Modelling (SEM) Hasil uji hubungan menunjukkan terdapat hubungan antara variabel karakteristik responden dengan persepsi harga dan persepsi kualitas, namun tidak berhubungan dengan kepuasan konsumen. Hasil uji pengaruh menunjukkan adanya pengaruh positif dan signifikan pada persepsi harga dan persepsi kualitas terhadap kepuasan konsumen dan persepsi harga berpengaruh positif signifikan terhadap persepsi kualitas.

Kata kunci: generasi Z, kepuasan konsumen, persepsi harga, persepsi kualitas, produk kosmetik

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## INTRODUCTION

Consumer behavior changes are increasingly evident, with online platforms becoming the first choice for purchasing makeup and skincare (Amelia et al., 2021). Generation Z, who grew up in a digital environment, is a consumer segment preferred by businesses due to their high purchasing power. This is evidenced by a Euromonitor survey (2020) stating that there has been an increase in body and facial care awareness among male and female teenagers during the pandemic. The pandemic situation, which restricts movement, has led to an increase in local skincare sales on marketplaces, with the MS Glow brand ranking first (Compas.co.id, 2021).

The surge in online shopping for beauty products raises several problems, one of which is that consumers cannot know the actual quality of the product because it cannot be seen and tried directly. Consumers also cannot ensure whether the product can cause negative reactions or not, considering that cosmetic products contain chemicals that do not always have the same effect on every consumer (Yulianti et al., 2021). In addition, many consumers perceive that cheap prices mean unguaranteed quality.

Consumer perception of the price offered by the company can affect consumer satisfaction (Murti & Ngatno, 2020). Affordable prices make consumer perception higher compared to expensive prices (Rahmatika & Ramdani, 2021). In addition, in the concept of consumer behavior, the perception of quality from a consumer is also very important, because producers compete in various ways to be able to produce a good product or service according to consumers (Kotler & Keller, 2009). To create consumer satisfaction, business actors must create strategies, including paying attention to the price and quality of the products to be offered.

Based on the above explanation, the purpose of this study is: 1) to identify the characteristics of respondents (demographic and socio-economic), the level of price perception, the level of quality perception, and the level of satisfaction of Generation Z consumers using MS Glow cosmetic products, 2) to analyze the relationship between respondent characteristics (demographic and socio-economic) with price perception, quality perception, and satisfaction of Generation Z consumers using MS Glow cosmetic products, and 3) to analyze the influence of price perception and quality perception on consumer satisfaction of MS Glow cosmetic product users in Generation Z.

Previous research studies analyzed in this study discuss the relationship between respondent characteristic variables (demographic and socio-economic), price perception, quality perception, and consumer satisfaction. Rahmawati (2016) states that there are factors that influence consumers in the decision-making process. These factors are divided into two, namely economic factors such as income, price of goods, and selection of types of goods, while non-economic factors such as psychological, demographic, social environment, and culture. Surya & Kurniawan (2021) show that price perception significantly affects consumer satisfaction. Yuliansyah & Handoko (2019) show that quality perception has a positive and significant effect on consumer satisfaction. Meanwhile, Bilgies (2016) shows that price perception does not affect product quality perception.

Based on the previous studies mentioned, the hypotheses in this study are (1) respondent characteristics have a positive and significant relationship with price perception, (2) respondent characteristics have a positive and significant relationship with quality perception, (3) respondent characteristics have a positive and significant relationship with consumer satisfaction, (4) price perception has a positive and significant effect on quality perception, (5) price perception has a positive and significant effect on consumer satisfaction, and (6) quality perception has a positive and significant effect on consumer satisfaction.

## METHODS

The design used in this study is a cross-sectional study design. The method used is a survey method through an online questionnaire Google Forms as a tool. The research location was conducted in Jakarta, Bogor, Depok, Tangerang, and Bekasi with purposive sampling technique. The research time was counted from January 2022 to June 2022. The respondents in this study were 318 people obtained using voluntary sampling technique, which is a sampling technique based on the respondent's own will or voluntarily in accordance with its purposive criteria. The sample criteria in this study are men or women who live in the Jabodetabek area, aged 17 to 25 years, and have purchased and used MS Glow cosmetic products in the last three months.

The data used in this study are primary and secondary data. Primary data were obtained from filling out questionnaires by Generation Z respondents using MS Glow online using the Google Form application distributed through social media. The data obtained are respondent characteristics, including age, gender,

last education, occupation, income, the amount of income spent for MS Glow, how many times to buy MS Glow products, and what MS Glow products are purchased. Other primary data are statements about the level of price perception, the level of product quality perception, and the level of consumer satisfaction with MS Glow cosmetic products. The measurement of respondent answers on each variable of price perception, quality perception, and consumer satisfaction uses a modification of the Likert scale with four scales, namely the Likert scale 1 to 4 with the choice of answers strongly agree worth 4, agree worth 3, disagree worth 2, and strongly disagree worth 1. Respondents must fill out the questionnaire completely. If the questionnaire is not filled out completely, the respondent's answer will be canceled or considered invalid. Meanwhile, secondary data in this study include data on the 10 best-selling local skincare brands in the marketplace, data on the best-selling MS Glow products in July 2021 on Shopee, and data on Shopee consumer ratings for MS Glow products at the official MS Glow store and MS Glow distributors in Jabodetabek.

Descriptive analysis was performed to look at respondent characteristics including gender, age, last education, occupation, income, the amount of income spent for MS Glow, the amount of monthly income spent to buy MS Glow cosmetic products, the frequency of purchasing MS Glow cosmetic products, the type of MS Glow cosmetic products ever purchased, the length of use of MS Glow cosmetic products, the level of price perception, the level of product quality perception, and the level of consumer satisfaction. The cut off used in this study on the variables of price perception and quality perception is bad (<60), medium (60-80), and good (>80), while the cut off on the variable of consumer satisfaction is low (<60), medium (60-80), and high (>80). The higher the index score of each variable, the better the level of price perception and quality perception, and the higher the level of consumer satisfaction of Generation Z towards MS Glow cosmetic products.

The questionnaire used in this study was adapted from various sources, namely price perception (Kartikasari et al., 2015), quality perception (Kartikasari et al., 2015 and Herdioko and Wijanarko, 2020), and consumer satisfaction (Nurfadila et al., 2015). Data will be processed and analyzed using Microsoft Excel 2013, Statistical Program for Social Sciences (SPSS) 25, and LISREL8.80. The data analysis includes descriptive analysis, correlation tests, and Structural Equation Modeling (SEM) analysis.

## RESULTS

### Respondent Characteristics

The characteristics of the respondents in this study are age, gender, last education, occupation, and monthly income, the amount of monthly income spent to buy MS Glow cosmetic products, the frequency of purchasing MS Glow cosmetic products, the type of MS Glow products ever purchased, and the length of use of MS Glow cosmetic products. The results of the study show that almost three-quarters of respondents are female (72,3%), while male respondents are only 27,7 percent. The age of respondents in this study is in the range of 17 to 25 years which is included in the Generation Z group, with the highest percentage in the range of 20-22 years (51,9%). The last education of the respondents is mostly high school graduates (72,3%), while the lowest number is at elementary school graduates which is only 0,3 percent. The results of the study show that respondents have quite diverse jobs. However, the majority of respondents (66,0%) are students. Respondent characteristics based on monthly income are mostly in the range of IDR1.000.001-3.000.000 (36,2%), with almost half of the respondents (49,4%) spending money amounting to IDR150.001- 300.000 from their monthly income to buy MS Glow cosmetic products. One of the MS Glow products most purchased by respondents is skincare (59,4%). The most frequent frequency of respondents in purchasing MS Glow cosmetic products is three times (73%) with the longest usage being three months (39,9%).

### Price Perception

Price perception in this study is measured through four dimensions, namely price affordability, price suitability with product quality, price competitiveness, and price suitability with benefits (Kotler & Keller, 2016). The indicators used in the price perception variable are nine indicators named PH1 to PH9. On average, respondents agree on all statement items of the price perception variable. The calculation results of the price perception variable index score show that 14,8 percent of respondents are in the bad perception category, 62,3 percent of respondents are in the medium perception category, and 23 percent of respondents are in the good perception category. The average achievement of the price perception variable index is in the medium category (60-80) with a value of 70,31. These results indicate that the price of MS

Glow products is as consumers expect. Consumers' perception of the price of MS Glow products is not too expensive and also not too cheap, so efforts are still needed to improve consumers' good perception of the price of MS Glow products. The distribution of respondents based on the category of price perception variable, minimum-maximum, average, and standard deviation is presented in Table 1.

### Product Quality Perception

Product quality perception in this study is measured through seven dimensions, namely performance, durability, conformity with specifications, features, reliability, aesthetics, and perceived quality (Tjiptono, 2012). The indicators used in the quality perception variable are eleven indicators named PK1 to PK11. On average, respondents agree on all statement items of the consumer satisfaction variable. Respondents agree that overall they are satisfied with the MS Glow product. The calculation results of the product quality perception variable index score show that 6,9 percent of respondents are in the bad perception category, 72,2 percent of respondents are in the medium perception category, and 22 percent of respondents are in the good perception category. The average achievement of the consumer satisfaction variable index is in the medium category (60-80) with a value of 72,53. These results indicate that the quality of MS Glow products is as consumers expect, but consumers have a neutral perception. Therefore, efforts are still needed to improve consumers' good perception of the quality of MS Glow products. The distribution of respondents based on the category of product quality perception variable, minimum-maximum, average, and standard deviation is presented in Table 1.

### Consumer Satisfaction

In this study is measured through the dimensions of overall satisfaction (Tjiptono, 2011). The indicators used in the consumer satisfaction variable are four indicators named KK1 to KK4. On average, respondents agree on all statement items of the consumer satisfaction variable. Respondents agree that overall they are satisfied with the MS Glow product. The calculation results of the consumer satisfaction index score show that 14,5 percent of respondents are in the low category, 61,3 percent of respondents are in the medium category, and 24,2 percent of respondents are in the high category. The average achievement of the consumer satisfaction variable index is in the medium category (60-80) with a value of 71,51. These results indicate that Generation Z is quite satisfied in using MS Glow products that meet their expectations. But of course, improvements are still needed to reach the high level of satisfaction category. The distribution of respondents based on the category of consumer satisfaction variable, minimum-maximum, average, and standard deviation is presented in Table 1.

Table 1 Distribution of respondents based on the category of price perception, product quality perception variable, minimum-maximum, average, and standard deviation.

Variable	Category						Minimum-Maximum	Average $\pm$ Standard Deviation
	Bad (<60)		Medium (60-80)		Good (>80)			
	n	%	n	%	n	%		
Price Perception	47	14,8	198	62,3	73	23,0	0-100	70,31 $\pm$ 14,10
Perceived Quality	22	6,9	226	72,2	70	22,0	36,36-100	72,53 $\pm$ 11,69
Consumer Satisfaction	46	14,5	195	61,3	77	24,2	16,67-100	71,51 $\pm$ 14,60

### The Correlation between Respondent Characteristics and Price Perception, Product Quality Perception, and Consumer Satisfaction

The Correlation test on respondent characteristics (gender, age, last education, occupation, monthly income, the amount of monthly income spent to buy MS Glow cosmetic products, the frequency of purchasing MS Glow cosmetic products, the type of MS Glow cosmetic products ever purchased, and the length of use of MS Glow cosmetic products) with each latent variable is done using the Pearson test to see the overall Correlation between variables. The results of the Correlation test between respondent characteristics and price perception, product quality perception, and consumer satisfaction are presented in Table 2.

Table 2 Results of the Correlation test between respondent characteristics, price perception, product quality perception, and consumer satisfaction

Variable	Correlation Coefficient	Sig. (2-tailed)	Description
Price Perception	0,191	0,001	Positive, significant
Perceived Quality	0,199	0,000	Positive, significant
Consumer Satisfaction	0,094	0,095	Positive, not significant

The Pearson correlation test shows a positive Correlation direction if it has a positive coefficient number (correlation coefficient) and is said to be significant if it has a significance value (Sig. (2-tailed)) of  $<0,05$ . The correlation test results show that there is a positive and significant Correlation between respondent characteristics and price perception and respondent characteristics and quality perception. However, respondent characteristics do not have a Correlation with consumer satisfaction. Based on these analysis results, it can be concluded that hypothesis one (H1) and hypothesis 2 (H2) are accepted, meaning there is a significant positive Correlation (real) between respondent characteristics and price perception and respondent characteristics and quality perception. Meanwhile, hypothesis 3 (H3) is rejected, meaning there is no significant Correlation between respondent characteristics and consumer satisfaction.

### Test of the Effect of Price Perception and Product Quality Perception on Consumer Satisfaction

The influence test on the research model is carried out in three stages, namely: overall model fit test; measurement model fit test; and structural model fit test. The first stage is the overall model fit test conducted to test whether the model as a whole can be said to fit with the existing data and to find out how accurately the observed variables can explain the existing latent variables. This test is seen from the RMSEA (Root Mean Square Error of Approximation) value, RMR (Root Mean Square Residual), GFI (Goodness of Fit Index), AGFI (Adjusted Goodness of Fit Index), IFI (Incremental Fit Index), NFI (Normed Fit Index), and CFI (Comparative Fit Index). The overall model fit test value based on suitability criteria is presented in Table 3.

Table 3 Overall model of fit

Goodness-of-fit	Cut-off-Value	Result	Description
Root Mean Square Error of Approximation (RMSEA)	$RMSEA \leq 0,08$	0,073	Good fit
Root Mean Square Residual (RMR)	$RMR \leq 0,1$	0,017	Good fit
Goodness of Fit Index (GFI)	$0,80 \leq GFI < 0,90$	0,85	Good fit
Adjusted Goodness of Fit Index (AGFI)	$0 < AGFI < 1$	0,82	Good fit
Incremental Fit Index (IFI)	$0 < IFI < 1; IFI \geq 0,9$	0,96	Good fit
Normed Fit Index (NFI)	$0 < NFI < 1; NFI \geq 0,9$	0,94	Good fit
Comparative Fit Index (CFI)	$0 < CFI < 1; CFI \geq 0,9$	0,96	Good fit

The calculation results of the overall model fit test (overall model fit) in Table 5 show that the overall model can be accepted with a good fit description. The RMSEA value obtained is 0,073 which means good fit so the model can be accepted. After that, an RMR value of 0,017 was obtained; GFI of 0,85; AGFI of 0,82; IFI of 0,96; NFI of 0,94; and CFI of 0,96 also fall into the good fit criteria.

The second stage in the influence test is to perform a measurement model fit test if the overall model fit test has been completed. The measurement model fit criteria are carried out based on the validity and reliability of the indicator variable to its latent variable. Assessment of the standard factor load (standardized loading factor) of each variable must be  $\geq 0,5$  to prove that the indicator variable has good validity. The results of the measurement model fit test can be seen in Figure 1.

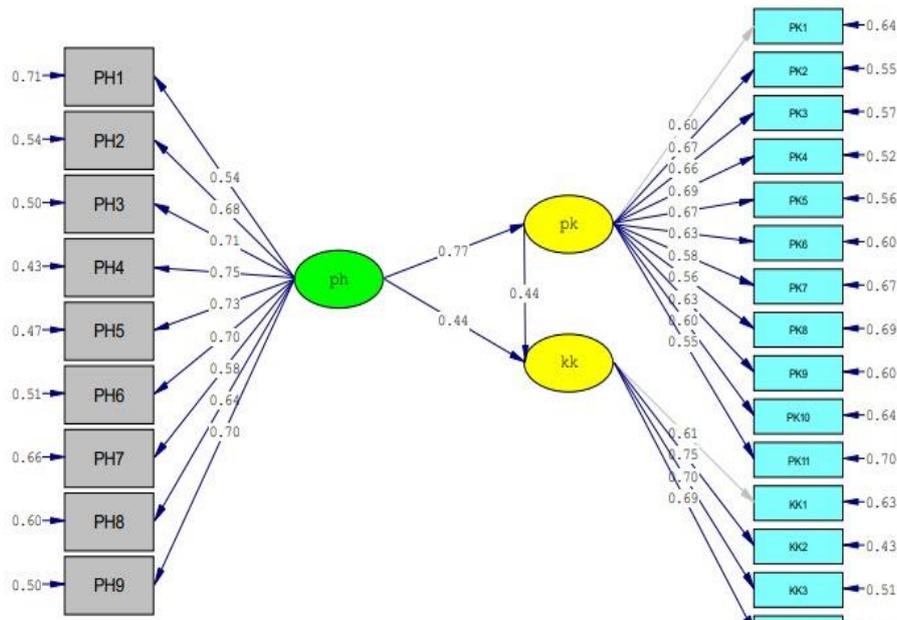


Figure 1 Results of the measurement model fit test

The results of the measurement model fit test in Figure 1 show that all indicators meet the validity requirements because they have a standardized loading factor  $< 0,5$ , so there is no need to re-estimate or eliminate again and can perform the next stage of testing. Figure 2 also shows the contribution of variable indicators to each latent variable. The indicator that contributes the most to price perception is the price of MS Glow products in accordance with the quality of the product (PH4) with a loading factor value of 0,75, while the indicator with the weakest contribution is the price of MS Glow products is cheaper compared to other cosmetic brands (PH1) with a loading factor value of 0,54. Furthermore, the indicator that has the strongest contribution to quality perception is the MS Glow product adjusted based on skin type and consumer needs (PK4) with a loading factor value of 0,69, while the indicator with the weakest contribution is MS Glow has high competitiveness (PK11) with a loading factor value of 0,55. The indicator with the greatest contribution to consumer satisfaction is related to the statement of respondent satisfaction with MS Glow cosmetic products because it meets consumer expectations (KK2) with a loading factor value of 0,75, while the indicator with the weakest contribution is I am satisfied with the price offered by MS Glow because it can compete with other brands (KK1) with a loading factor value of 0,61.

Table 4 shows the CR and AVE values that have been calculated for the price perception, quality perception, and consumer satisfaction variables. The Construct Reliability (CR) and Average Variance Extract (AVE) values are used to see reliability in SEM. The acceptable values are  $CR \geq 0,7$  and  $AVE \geq 0,5$ . The CR value for the three variables is already above 0,7, while the AVE value is below 0,5. Even so, the three variables can be said to be reliable because the CR value owned has met the requirements ( $\geq 0,7$ ).

Table 4 Construct reliability (CR) and average variance extract (AVE)

<b>Laten Variable</b>	<b>Construct Reliability (CR)</b>	<b>Average Variance Extract (AVE)</b>
Price Perception	0,88	0,45
Perceived Quality	0,78	0,48
Consumer Satisfaction	0,87	0,39

The third or final stage in the influence test is to perform a structural model fit test to identify the results of the Correlation between variables having a significant influence or not with what is hypothesized. Testing of the structural model is based on testing the t-value of the estimated coefficient. If the t value is greater than 1,96 at the significance level (confidence level 95%), then the coefficient is significant. The results of the structural model fit test are presented in Figure 2.

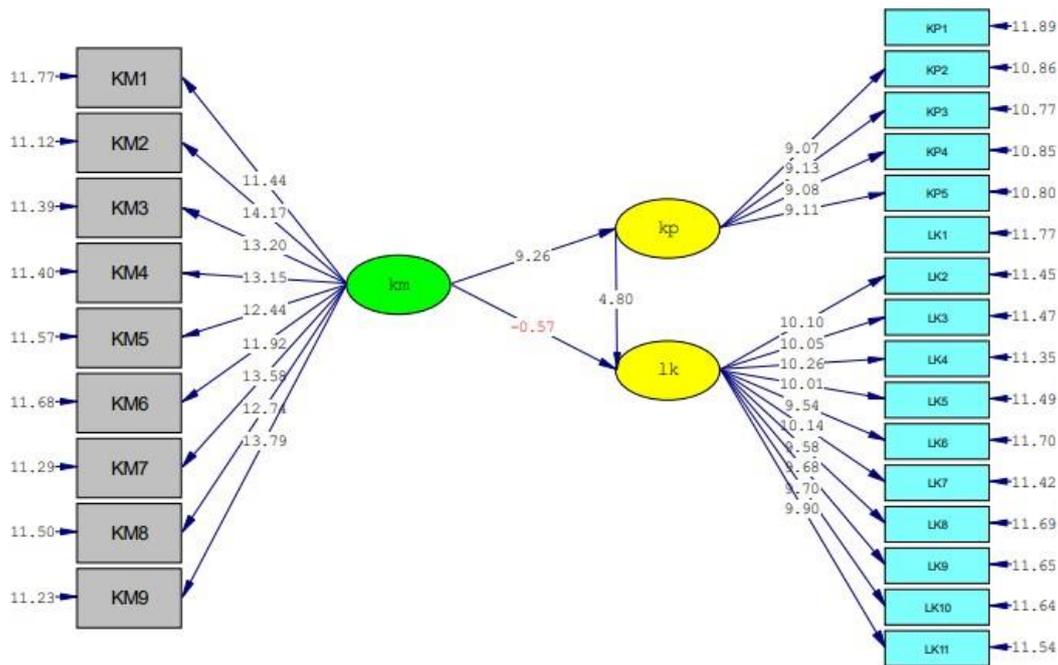


Figure 2 The structural model fit test

Figure 2 shows that the structural model fit test on the price perception variable has a positive and significant effect on quality perception as evidenced by the t-value of 9,62. This means, the better the price perception, the better the quality perception will be. The analysis results also indicate that price perception has a positive and significant effect on consumer satisfaction as evidenced by the t-value of 4,72. This means, the better the price perception, the higher the satisfaction that consumers of MS Glow cosmetic products will get. The analysis results also show that quality perception has a positive and significant effect on consumer satisfaction as evidenced by the t-values of 4.48. This means, the better the quality perception, the higher the satisfaction that consumers of MS Glow cosmetic products will get. Based on these test results, it can be concluded that hypothesis four (H4) is accepted, meaning price perception has a positive and significant effect on quality perception. Hypothesis five (H5) and hypothesis six (H6) can also be accepted, meaning price perception has a positive and significant effect on consumer satisfaction and quality perception has a positive and significant effect on consumer satisfaction.

Table 5 Results of specific effect decomposition for the latent variable consumer satisfaction

Latent Variable	Direct effect	Indirect effect	Total effect	R <sup>2</sup>
<b>Perceived Quality</b>				0,59
Price Perception	0,76*	-	0,76*	
<b>Consumer Satisfaction</b>				0,68
Price Perception	0,44*	0,34*	0,78*	
Perceived Quality	0,45*	-	0,45*	

Table 5 shows the results of direct effect, indirect effect, and total effect in SEM analysis on each latent variable. The results show that price perception has a significant direct effect on quality perception (0,76\*), with an effect of 59 percent. Price perception and quality perception have an effect of 68 percent on consumer satisfaction. Of the two variables suspected of directly influencing consumer satisfaction, both have a significant effect. Price perception has a significant effect of 0,44, while quality perception has an effect of 0,45. Price perception also has an indirect effect on consumer satisfaction (0,34\*). Price perception has a significant effect through quality perception on consumer satisfaction, and has a significant total effect (0,78\*).

### DISCUSSION

Almost three-quarters of respondents are female, but there are also male consumers who use MS Glow cosmetic products. MS Glow expands its sales target which was initially only for women’s skin care then

started to make products for men's skin care under the name MS Glow for Men. The target consumers of these products are metrosexual men who prioritize appearance (Triswidiastuty and Kahija, 2015). The results of the study show that male respondents aged 20-22 years are the most respondents who buy skincare cosmetic products, with a monthly income spent to buy MS Glow cosmetic products amounting to IDR150.001-300.000, frequency of purchase as much as three times, and duration of use for 3 months. These analysis results break the negative stereotype to men that there is no gender limit to care for and maintain the skin because it is a need for everyone, both men and women.

The age of respondents in this study is in the range of 17 to 25 years which is included in the Generation Z group (Seemiller & Grace, 2015), with more than half of respondents aged in the range of 20-22 years. In line with the research of Maharani et al. (2021) which states that the age of 20-21 years is still in college or students where they still want to look attractive with a bright, smooth and glowing face to increase self-confidence.

The results of the analysis of the Correlation between respondent characteristics show that age is related to the amount of monthly income spent by consumers to buy MS Glow cosmetic products and the type of MS Glow cosmetic products ever purchased. Consumers aged 17-19 years, 20-22 years, and 23-25 years spend money amounting to IDR150.001-300.000 to buy MS Glow cosmetic products every month to buy MS Glow cosmetic products. All three age categories choose skincare as the type of MS Glow cosmetic product purchased. The analysis results also show that of all the number of respondents who have ever bought MS Glow cosmetic products in this study, the age category of 20 to 22 years tends to be more satisfied with MS Glow cosmetic products.

The results of the correlation analysis show that respondent characteristics have a positive and significant Correlation with price perception and quality perception. Socio-demographic characteristics are features that describe societal differences (Kotler & Armstrong, 2001). Consumer behavior is intended as a consumer decision that can be influenced by several factors, both external and internal to the consumer itself (Assael, 2004; Andriani & Dewi, 2006; Schiffman & Kanuk, 2007; Solomon, 2007). External factors consist of marketing mix stimuli and other broader stimuli (culture, economy, politics, and technology), while internal factors come from consumer characteristics. The consumer characteristics in question include: (1) Gender, the role between men and women has changed consumption patterns towards the purchase of goods or services. Currently, women are freer to express themselves even though they are still bound by certain norms; (2) Age, product selection is based on the tastes of each consumer and these tastes are formed by the age of the consumer in question, it also relates to a person's experience in choosing goods or services; (3) Education, the higher a person's education, the greater the likelihood of having a high income; (4) Occupation, describes the status related to work; and (5) Income, the greater a person's income, the easier it will be to decide to buy a good or service. However, respondent characteristics are known not to be related to consumer satisfaction. The results of this study are in line with Widiana's (2013) research which states that there is no Correlation between socio-demographic characteristics and consumer satisfaction. Unlike the research of Rasmikayati et al. (2020) which states that there is one consumer characteristic that is related to the level of consumer satisfaction, namely education. The knowledge gained by consumers during education is very related to the level of satisfaction in making purchases, because consumers get more information about the benefits of the product that makes consumers get their own satisfaction. However, other socio-demographic characteristics are known not to be related to the level of consumer satisfaction. It can be concluded that based on several existing socio-demographic groups, it does not make a difference in the level of satisfaction in MS Glow consumers.

The results of the influence analysis show that price perception has a positive and significant effect on quality perception. This means that the better the price of the product paid by consumers, it will improve the quality of the product obtained. This can happen because consumers tend to use price as an indicator of the quality of a product (Bilgies, 2016). The price of the product is associated with the perceived benefits of a good or service at a certain price level. If the benefits perceived by consumers increase, then its value will also increase (Purnamasari, 2015). Thus, good consumer perception of the price of the product will create a good perception of the quality of the product as well.

## CONCLUSIONS AND SUGGESTIONS

Almost three-quarters of respondents in this study are female, with the most common age range being 20-22 years. More than half of the respondents have completed education up to high school level and are still students. The highest percentage of respondents have a monthly income in the range of IDR1.000.001-3.000.000. Respondents spend the most money, amounting to IDR150.001-300.000, to buy MS Glow cosmetic products each month, with skincare being the most purchased product type by respondents. The

frequency of purchasing MS Glow cosmetic products is mostly three times, with a product usage duration of 3 months. The level of price perception, quality perception, and consumer satisfaction of Generation Z towards MS Glow cosmetic products is still in the medium category. This study shows a significant positive Correlation between respondent characteristics and price perception and respondent characteristics and quality perception, but there is no significant Correlation between respondent characteristics and consumer satisfaction. The results of the influence test state that price perception has a positive and significant effect on quality perception, price perception has a positive and significant effect on consumer satisfaction, and quality perception has a positive and significant effect on consumer satisfaction.

This study shows that price perception and product quality perception are in the medium category, meaning the price and quality of MS Glow products are good and in line with consumer expectations. In addition, consumer satisfaction is also in the medium category. However, there are still some consumers who think that the quality of MS Glow cosmetic products does not match the price offered. Therefore, it is expected that consumers will search for complete and clear information before deciding to buy a product in order to get a product that suits their needs and does not harm consumers. In addition, from the company's side, MS Glow can also improve the quality of the products produced to match the price offered and can provide price and quality perceptions that tend to benefit its consumers. This study also found that MS Glow products are often found in defective conditions, both in terms of their quality and packaging. The Food and Drug Supervisory Agency can supervise both direct (offline) and indirect (online) distribution channels to suppress the circulation of cosmetic products that do not meet quality and safety standards. In addition, the Ministry of Industry can also provide consumer empowerment and consumer education related to the indicators of the Indonesian National Standard for cosmetic products. This study shows that there are still other variables that can influence consumer satisfaction with MS Glow cosmetic products that were not studied in this study. Therefore, future researchers can analyze more deeply what factors influence consumer satisfaction with MS Glow cosmetic products. This study found that the age group that uses MS Glow cosmetic products the most ranges from 20 to 22 years, so it is interesting for future researchers to conduct a comparative study between generations, to see if there are significant differences between generations, such as Generation X and Generation Y.

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