

Research Articles

# The Influence of Product Quality and Price on Customer Loyalty Through Customer Satisfaction as a Mediator on Wardah BB Cream Products in Padang City

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**Abstract** The cosmetic industry in Indonesia continues to experience significant development along with the increasing awareness of the community, especially women, towards appearance. This change continues to grow also because the modern lifestyle today increasingly demands an attractive appearance as a form of self-confidence, both for daily and professional activities. This drives consumer interest in quality cosmetic products at affordable prices. In addition, awareness in choosing safe products to use according to skin needs is also increasing, this is in line with the education provided by cosmetic products through the marketing they use.

**Keywords** : Bb Cream Wardah, Customer Satisfaction, Product Quality

## 1. Introduction

According to data from the Ministry of Industry (2024), the cosmetics sector grew by around 48% per year, driven by product innovation and consumer preference for quality local brands. Competition in this industry is increasingly competitive with the emergence of various local and international brands that offer their own uniqueness. Wardah, as a local cosmetic brand carried by PT Paragon Technology and Innovation, has succeeded in positioning itself as one of the leading brands with a marketing strategy based on halal values and product innovation. However, tight competition remains a major challenge for Wardah to maintain its market share and customer loyalty.

According to Kotler and Keller (2016:164) product quality refers to the ability of an item to produce performance that meets or even exceeds customer expectations which can create satisfaction with a product. Research by (Rahma et al., 2024) states that product quality affects customer loyalty. This is in line with the findings of (Atep et al., 2024) which also show that product quality has a positive effect on customer loyalty, and customer satisfaction strengthens the relationship. Other research, (Andreas et al., 2023) revealed similar findings, namely that product quality has a positive effect on customer loyalty through customer satisfaction as a mediator.

Although Wardah BB Cream products offer many interesting variants and new innovations, some consumers still feel dissatisfied with the final results of using the product. Such as reviews given by consumers on the quality of Wardah BB Cream products, oxidation during use, the appearance of pimples and acne after use. Inconsistent product quality or not in accordance with expectations can make consumers feel less confident and switch to other products. Aspects of this product that have not met consumer expectations can result in negative experiences, this has the potential to affect consumer satisfaction, and ultimately consumer loyalty to the brand.

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The phenomenon of price on customer loyalty shows that there is a significant influence of price on customer satisfaction, which can ultimately affect loyalty. When the price is considered not comparable to the benefits or quality of the product, customers feel dissatisfied, as reflected in various complaints related to product value and other supporting aspects. Such as the review given by consumers regarding the price of Wardah BB Cream products which are expensive but the quality that consumers receive is not comparable to the costs they spend. This dissatisfaction shows that price is not only a direct factor, but also affects loyalty through the level of customer satisfaction. Thus, if the price does not match expectations, customer loyalty to Wardah products tends to decrease, even though the brand has a good reputation.

According to research (Ika, 2024) shows that service quality and customer satisfaction affect customer loyalty. Customer satisfaction acts as the main factor that encourages customers to continue using the company's services. In line with research (Hudin et al., 2024) that customer satisfaction increases positive perceptions of the brand and creates long-term relationships between customers and the company, which ultimately increases customer loyalty.

## **2. Literature Review**

### **Customer loyalty**

According to (Fikry et al., 2024), customer loyalty is the level of loyalty and commitment shown by customers towards a brand, product or service from a particular company. This loyalty is reflected in the consistency of customer behavior to continue choosing, purchasing and using products or services from a particular company. According to Kotler and Keller (2016) in (Hikmah et al., 2023) stated that customer loyalty is a deeply held commitment to buy or support a preferred product or service again in the future, even though there are certain influences and marketing efforts that have the potential to cause customers to switch.

### **Product Quality**

Kotler and Armstrong (2012) in their research (Kando et al., 2023) explained that product quality is a characteristic possessed by a product that functions to support its ability to satisfy and meet customer needs. They emphasize that product quality will encourage customers to establish close relationships with the company, allowing the company to understand consumer expectations and needs in the long term.

### **Price**

According to Kotler and Armstrong (2019:63) in (Akbar et al., 2024) "Price is the amount of money that customers must pay to obtain a product". Which means that price is not only the number listed on the product label, but also the value perceived by consumers, including all costs incurred by consumers both for the product itself and other costs. Customers not only consider price but also assess whether the price paid is in accordance with the benefits or quality they receive with the product or service.

### **Customer Satisfaction**

Consumer satisfaction is the level of a person's feelings after comparing the performance or results they feel compared to their expectations (Kotler, 2005) in research (Nizwar et al., 2024). If the product's performance exceeds consumer expectations, they will feel satisfied, while its performance is not as desired, customers will feel disappointed. Customer satisfaction is the result of an evaluation of the customer's experience after purchasing a product. If the level of satisfaction is achieved, this encourages the creation of consumer loyalty. Therefore, consumer satisfaction has a very important role for companies in building

sustainable relationships with customers. To achieve this satisfaction, companies must focus on improving the quality provided. With better, consumers will feel more appreciated and prioritized, so that customers will tend to return and continue to choose the products offered by the company.

### 3. Method

#### Types of research

This study uses quantitative methods to analyze the relationship between two or more variables. According to (Sugiyono, 2017), associative research aims to examine the relationship between variables. Data are collected through research tools and analyzed statistically to test the established hypothesis. In accordance with the characteristics of the problem, this study applies a causal design. (Sugiyono, 2013) states that quantitative methods focus on the causal relationship between the variables studied. In this design there are independent variables and dependent variables, where the study aims to determine the extent to which the independent variables affect the dependent variables.

This study will analyze the possibility of direct and indirect influence between independent variables on dependent variables through mediating variables or as mediators. This study was analyzed using SEM (Structural Equation Modeling) which is operated through SmartPLS (Partial Least Square) software. In this study, a survey design was used by taking samples from the people of Padang City who use Wardah cosmetic products. The tool used for data collection in the study was a questionnaire.

### 4. Results and Discussion

#### Data Results

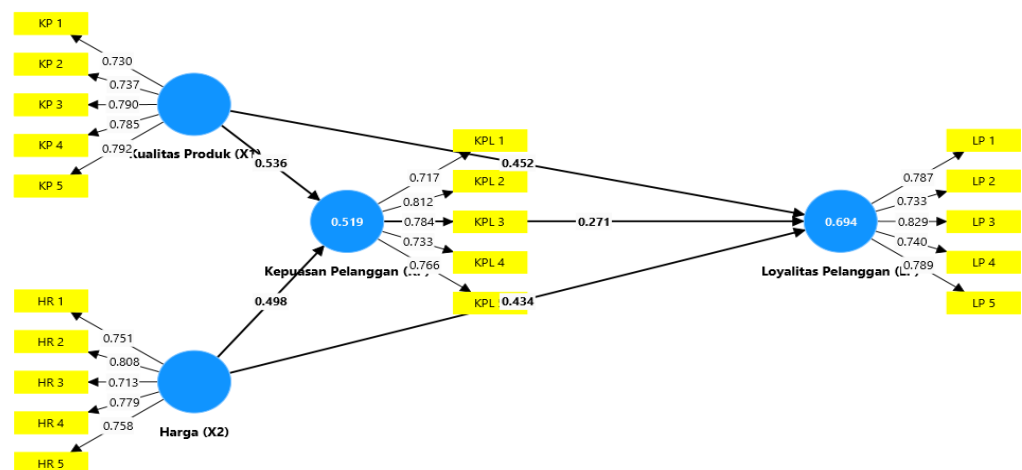
##### Outer Model Test

The measurement model (*outer model*) is done to ensure that the measurement used is suitable for measuring validity and reliability. This Outer Model analysis specifies the relationship between latent variables and their indicators. or it can be said that the outer model defines how each indicator relates to its latent variables.

##### Validity Test

##### Covergent Validity

Convergent validity refers to the extent to which a construct is able to measure each of its indicators. Convergent validity testing can be done by evaluating the Average Variance Extracted (AVE). According to Hair et al. (2022) when the AVE value is greater than 0.5, the construct is able to explain more than 50% of the variance of its indicators. This model shows that the influence of Price (X2) and Product Quality (X1) on Customer Satisfaction (KP) and Customer Loyalty (LP) is very significant and forms a strong relationship structure. The Average Variance Extracted (AVE) values of all constructs are above the minimum threshold of 0.50, namely Price (0.581), Product Quality (0.589), Customer Satisfaction (0.582), and Customer Loyalty (0.603), which indicates that each construct has good convergent validity because its indicators are able to adequately represent the measured construct.



Source: 2025 Data Processing Results

**Figure 1 Outer Model**

The initial form of the indicator validity measurement model on its parent variable is depicted in the figure. The high outer loading indicates the many similarities in the construct. The minimum outer loading value is 0.7 (Hair et al., 2022). The following are the results of the outer loading test which can be seen in Table

**Table 1 Outer Loading**

	Price (X2)	Customer Satisfaction (KP)	Product Quality (X1)	Customer Loyalty (LP)
HR 1	0.751			
HR 2	0.808			
HR 3	0.713			
HR 4	0.779			
HR 5	0.758			
KP 1			0.73	
KP 2			0.737	
KP 3			0.79	
KP 4			0.785	
KP 5			0.792	
KPL 1		0.717		
KPL 2		0.812		
KPL 3		0.784		
KPL 4		0.733		
KPL 5		0.766		
LP 1				0.787
LP 2				0.733
LP 3				0.829
LP 4				0.74
LP 5				0.789

Based on the results of the validity test in the Table, it can be seen that all indicators have an outer loading value  $\geq 0.70$ . Therefore, all indicators in this study can be stated to have met the criteria.

### Discriminant Validity

Discriminant validity test can be assessed based on the Croos Laoding value. In cross loading testing, it can be said to be good if the total value of each variable in the construct is higher than the correlation of the construct with other latent variables.

**Table 2 Cross Loading**

	Price (X2)	Customer Satisfaction (KP)	Product Quality (X1)	Customer Loyalty (LP)
HR 1	0.751	0.297	-0.057	0.395
HR 2	0.808	0.438	0.015	0.448
HR 3	0.713	0.329	-0.048	0.378
HR 4	0.779	0.387	-0.036	0.416
HR 5	0.758	0.366	-0.009	0.451
KP 1	-0.057	0.387	0.73	0.443
KP 2	-0.105	0.391	0.737	0.356
KP 3	0.022	0.388	0.79	0.464
KP 4	0.012	0.469	0.785	0.5
KP 5	-0.012	0.348	0.792	0.44
KPL 1	0.252	0.717	0.384	0.401
KPL 2	0.389	0.812	0.41	0.579
KPL 3	0.475	0.784	0.38	0.587
KPL 4	0.348	0.733	0.409	0.585
KPL 5	0.339	0.766	0.405	0.545
LP 1	0.391	0.566	0.447	0.787
LP 2	0.355	0.454	0.41	0.733
LP 3	0.505	0.599	0.45	0.829
LP 4	0.394	0.515	0.408	0.74
LP 5	0.469	0.62	0.521	0.789

Based on the table, it can be stated that the value of each *outer loading* is higher than *the cross loading* on the other constructs.

### Reliability Test

The purpose of reliability testing is to determine how much a measuring instrument can be relied on or trusted. A measuring instrument is considered reliable if the measurements produced are consistent enough. All items and questions used in this study will be tested for reliability using the Cronbach's Alpha coefficient or value. Hair et al. (2022) stated that the accepted Cronbach alpha and composite reliability values must be more than 0.7 (Hair et al., 2022) as shown in the attached table

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Price (X2)	0.82	0.825	0.874	0.581
Customer Satisfaction (KP)	0.821	0.826	0.874	0.582

<b>Product Quality (X1)</b>	0.826	0.83	0.877	0.589
<b>Customer Loyalty (LP)</b>	0.835	0.842	0.883	0.603

The test results in the Table show that all latent variables meet the reliability test criteria. This is based on the cronbach alpha and composite reliability values of all latent variables having values  $>0.7$ . Therefore, all latent variables are declared reliable after meeting all measurement criteria.

### Inner Model

The next evaluation carried out when the model measurement is declared valid and reliable is the Structural Model Assessment or what is commonly called the inner model evaluation. According to (Hair et al., 2022), the inner model evaluation is carried out with several tests, such as collinearity, significance and relevance of the model relationship.

### R-Square

structural model evaluation includes assessing the explanatory power of the model. The explanatory power of a model is related to its ability to fit existing data by measuring the strength of the association indicated by the PLS path model. The most common measure used to evaluate the explanatory power of a structural model is the coefficient of determination ( $R^2$ ), *the R-square value* or coefficient of determination used to evaluate the strength of the structural model. The higher the *r-square value* means the better the prediction model of the proposed research model. The table shows the results of the test analysis on the *R-Square value*.

	<b>R-square</b>	<b>R-square adjusted</b>
<b>Customer Satisfaction (KP)</b>	0.519	0.514
<b>Customer Loyalty (LP)</b>	0.694	0.689

The R Square value of 0.519 on the Customer Satisfaction construct indicates that 51.9% of the variability in customer satisfaction can be explained by price and product quality. Meanwhile, the R Square value of 0.694 for Customer Loyalty indicates that 69.4% of the variability in customer loyalty can be explained by price, product quality, and customer satisfaction. The adjusted R Square values that are not much different (0.514 and 0.689) indicate that the model remains stable even though there is an adjustment to the number of variables.

	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>
<b>Price (X2) -&gt; Customer satisfaction (CS)</b>	0.498	0.498	0.081	6.137	0
<b>Price (X2) -&gt; Customer Loyalty (CL)</b>	0.434	0.424	0.079	5.465	0
<b>Customer satisfaction (CS) -&gt; Customer Loyalty (CL)</b>	0.271	0.286	0.09	3.012	0.003
<b>Product Quality (X1) -&gt; Customer satisfaction (CS)</b>	0.536	0.532	0.082	6.558	0

<b>Product Quality (X1) -&gt; Customer Loyalty (CL)</b>	0.452	0.444	0.09	5.018	0
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### Direct Influence

#### The Influence of Wardah BB Cream Product Quality on Wardah BB Cream Customer Loyalty in Padang City

The results of the study on the quality of Wardah BB Cream products also have a direct effect on Customer Loyalty with a coefficient of 0.452, a T value of 5.018, and a p-value of 0.000. This shows that quality products will directly increase customer loyalty to the brand or company. Because the T value is greater than the t-table and the p-value <0.05, this effect is proven to be significant. Thus, the hypothesis is stated to be influential and accepted. These results are in line with research from (Lestari et al., 2023) which states that product quality has a significant effect on customer loyalty to local cosmetic products in Bali. Customers tend to be loyal to brands that provide consistent and satisfying product quality. In addition, (Novita et al., 2024) also found that product quality has a direct effect on customer loyalty to skincare consumers in Jakarta, with the emphasis that quality forms trust that strengthens long-term loyalty. Customers tend to remain loyal to brands that are able to provide high product quality consistently, because this creates a sense of trust, comfort, and long-term satisfaction that is difficult to replace by other brands.

#### The Influence of Wardah BB Cream Price on Wardah BB Cream Customer Loyalty in Padang City

The results of the study showed that the price of Wardah BB Cream also had a direct effect on Customer Loyalty with a coefficient of 0.434, a T value of 5.465, and a p-value of 0.000. This means that the more competitive and appropriate the price offered, the higher the tendency of customers to remain loyal. This relationship is significant, so the hypothesis is accepted. These results are reinforced by research (Irawan et al., 2024) which states that price has a significant effect on customer loyalty for Revlon lipstick products in Bandung City, with customer satisfaction as a mediating variable. The study confirms that the perception of appropriate prices can increase satisfaction, which ultimately strengthens customer loyalty. In addition, research by (Hariyanto et al., 2024) also supports these findings, where they found that price has a positive and significant effect on customer loyalty. This shows that the right pricing strategy can substantially increase customer loyalty. Thus, price affects customer loyalty because competitive prices and in accordance with customer value perceptions can create a sense of satisfaction and trust in the brand. When customers feel that the price paid is commensurate with the benefits obtained, they tend to continue to make repeat purchases and become loyal to the product.

#### The Influence of Wardah BB Cream Product Quality on Wardah Customer Satisfaction in Padang City

Product Quality affects Customer Satisfaction with a coefficient of 0.536, a T value of 6.558, and a p-value of 0.000. This shows that good product quality can significantly increase the level of customer satisfaction. Because the T value is greater than the t-table and the p-value <0.05, the relationship between Product Quality and Customer Satisfaction is proven to be significant. Thus, the hypothesis is stated to be influential and accepted. These results are in line with research (Maulida et al., 2023) which found that product quality has a positive and significant effect on customer satisfaction in Wardah product consumers in Banda Aceh. In addition, research from (Muthmainnah et al., 2024) also shows that product quality significantly affects customer satisfaction in MS Glow skincare consumers in Surabaya, confirming

that the quality aspect is the main determinant in forming customer satisfaction. Good product quality provides a satisfying user experience, increases brand trust, and meets customer expectations, so that customers are satisfied with their purchasing decisions.

### **The Influence of Wardah BB Cream Price on Wardah Customer Satisfaction in Padang City**

Price affects Customer Satisfaction with a coefficient of 0.498, a T value of 6.137, and a p-value of 0.000. This shows that the perception of a fair price and in accordance with the value received by customers significantly increases customer satisfaction. Because the T value is greater than the t-table and the p-value  $<0.05$ , the relationship between Price and Customer Satisfaction is proven to be significant. Thus, the hypothesis is stated to be influential and accepted. These results are in line with research (Khairunnisa et al., 2023) which found that price has a positive and significant effect on customer satisfaction of cosmetic products in Jakarta, where appropriate prices increase consumer perceptions of value and satisfaction. In addition, (Fitri et al., 2024) also stated that the perception of fair and balanced prices on product quality has a significant effect on increasing customer satisfaction in the beauty industry in Indonesia. Thus, price affects customer satisfaction because when customers feel that the price paid is commensurate with the benefits and quality of the product received, they will feel satisfied and tend to continue using the product.

### **The Influence of Customer Satisfaction on Customer Loyalty of Wardah BB Cream in Padang City**

Customer Satisfaction (KP) has an effect on Customer Loyalty (LP) with a coefficient of 0.271, a T value of 3.012, and a p-value of 0.003. This means that customers who are satisfied with products and services tend to be loyal. Because the T value is greater than the t-table and the p-value  $<0.05$ , the relationship between Customer Satisfaction and Customer Loyalty is proven to be significant. Thus, the hypothesis is stated to be influential and accepted. These results are in line with research (Wulandari et al., 2023), which shows that customer satisfaction has a positive and significant effect on customer loyalty of local skincare products in Yogyakarta. Satisfied customers tend to make repeat purchases and recommend products to others. In addition, research by Susanti and Ramadhan (2024) states that customer satisfaction is a key factor in forming loyalty in cosmetic product customers in Medan City, where high satisfaction results in customer commitment to continue using the product continuously. Customer satisfaction creates a positive experience that forms trust and emotional closeness to the brand, thus encouraging customers to remain loyal and not easily switch to other products.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( $ O/STDEV $ )	P values
Price (X2) -> Customer Satisfaction (KP) -> Customer Loyalty (LP)	0.135	0.144	0.056	2.425	0.015
Product Quality (X1) -> Customer Satisfaction (KP) -> Customer Loyalty (LP)	0.146	0.155	0.061	2.394	0.017



## Indirect Influence

### The influence of customer satisfaction mediation in the relationship between product quality and customer loyalty

Product Quality also has an indirect effect on Customer Loyalty through Customer Satisfaction with a coefficient of 0.146, a T value of 2.394, and a p-value of 0.017. This means that product quality increases customer satisfaction which in turn drives loyalty. Because the T value is greater than the t-table and the p-value  $< 0.05$ , this indirect effect is proven to be significant. Thus, the hypothesis is stated to be influential and accepted. This study is in line with (Isnawati et al., 2023) which shows that product quality has an indirect effect on customer loyalty through customer satisfaction with local beauty products. Consistent quality creates satisfaction, and that satisfaction is what fosters consumer loyalty in a sustainable manner. In addition, research from (Prasetyo et al., 2024) also found that customer satisfaction mediates the relationship between product quality and customer loyalty in the halal cosmetics industry in Indonesia, reinforcing the importance of quality in creating long-term relationships with customers. Product quality can create positive experiences that increase customer satisfaction, and that satisfaction is the main foundation for forming long-term customer loyalty.

### The influence of customer satisfaction mediation in the relationship between price and customer loyalty

Price has an indirect effect on Customer Loyalty through Customer Satisfaction with a coefficient of 0.135, a T value of 2.425, and a p-value of 0.015. This means that a good price perception will increase customer satisfaction first, which will then encourage the formation of customer loyalty. Because the T value is greater than the t-table and the p-value  $< 0.05$ , this indirect effect is proven to be significant. Thus, the hypothesis is stated to be influential and accepted. These results are in line with research (Putri et al., 2023) which states that price affects customer loyalty through customer satisfaction as a mediating variable, in a case study of local skincare product customers in Palembang. The perception of a fair price first creates a sense of satisfaction, and this satisfaction strengthens the intention to remain loyal to the product. Another study by (Arifin et al., 2024) also shows that the perception of a fair price plays an important role in increasing loyalty indirectly through increasing customer satisfaction in the youth beauty industry in Central Java. So prices that are considered fair and appropriate by customers will foster a sense of satisfaction, and this satisfaction acts as a bridge that strengthens emotional attachment and loyal behavior towards the product.

## 5. Conclusion

### Conclusion

This study aims to examine the effect of product quality and price on customer loyalty through customer satisfaction as a mediating variable on Wardah BB Cream products in Padang City. The Partial Least Square (PLS) method is used to evaluate the relationship between these variables. Based on the results of the analysis, it was found that Wardah product quality has a positive and significant effect on customer satisfaction. Products with high quality create comfort and trust among consumers, which ultimately increases brand loyalty. In addition, competitive pricing also has a positive impact on customer satisfaction, because consumers feel that the price offered is comparable to the quality received, thus increasing the intention to make repeat purchases. Customer satisfaction plays an important mediator in the relationship between product quality and price with customer loyalty, because satisfied consumers

tend to be more loyal to the brand. In conditions of tight competition in the cosmetics industry, satisfied customers also tend to recommend products to others. However, there are challenges for Wardah to maintain consistent product quality and maintain consumer expectations to remain satisfied, so that consumer input needs to be considered in order to improve continuously.

### Suggestion

Based on the research results, the authors provide several recommendations. First, Wardah needs to continue investing in product quality development and maintenance to meet consumer expectations. Customer feedback should be an integral part of the product innovation process. Second, given the importance of price on customer satisfaction and loyalty, a flexible pricing strategy—including the implementation of promotions and discounts at certain times—can be an effective way to attract more customers. Third, developing an effective loyalty program is highly recommended to retain existing customers, for example by providing points, special discounts, or exclusive access to new products. Fourth, regular surveys need to be conducted to obtain the latest insights on customer satisfaction and loyalty levels, which can be used as a basis for adjusting marketing strategies. Finally, improving customer service and handling complaints should be a top priority, so that consumers feel appreciated and recognized, which in turn will strengthen brand loyalty.

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