

Research Article

The Influence of Product Quality, Online Shopping Experience and Price Fairness on Consumer Loyalty at Skintific Skincare in Padang City with Customer Satisfaction as a Mediating Variable

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Abstract: This study aims to analyze the influence of Product Quality, Online Shopping Experience, and Price Fairness on Consumer Loyalty, with Customer Satisfaction as a mediating variable, among users of Skintific skincare products in Padang City. The growing trend of skincare product usage and the increasing frequency of transactions through e-commerce highlights the importance of understanding the factors influencing consumer loyalty, particularly within the context of intense competition in the beauty industry. A quantitative approach was employed using a survey method and purposive sampling technique. The sample consisted of 160 respondents who were active users of Skintific products, aged 18–35 years, and residing in Padang City. Data processing and analysis were conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) statistical tool with the assistance of SmartPLS 4.0 software. The results indicate that both Product Quality and Online Shopping Experience have a positive and significant effect on Consumer Loyalty, either directly or through the mediation of Customer Satisfaction. However, Price Fairness was found to have no significant influence on Consumer Loyalty, either directly or indirectly through Customer Satisfaction. Overall, Customer Satisfaction was proven to be a significant mediating variable that strengthens the influence of the independent variables on consumer loyalty. The implications of this study suggest that Skintific should focus on improving product quality and online shopping experiences, as well as considering fair price perceptions, to maintain and enhance consumer loyalty in an increasingly competitive skincare market.

Keywords: Consumer Loyalty; Product Quality; Online Shopping Experience; Price Fairness; Customer Satisfaction

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1. Introduction

Social media contributes to consumers' choice of skincare product brands, especially through digital marketing strategies that include paid advertising, influencer marketing, and direct interactions between brands and consumers on platforms such as Instagram and TikTok. Competitive pricing is an important factor in driving purchases, especially on e-commerce platforms that offer a variety of choices at varying prices [1]. In recent years, Indonesia has shown very significant growth in the use of e-commerce. Data shows that the number of e-commerce users has increased consistently from year to year and is projected to reach 99.1 million users by 2029.

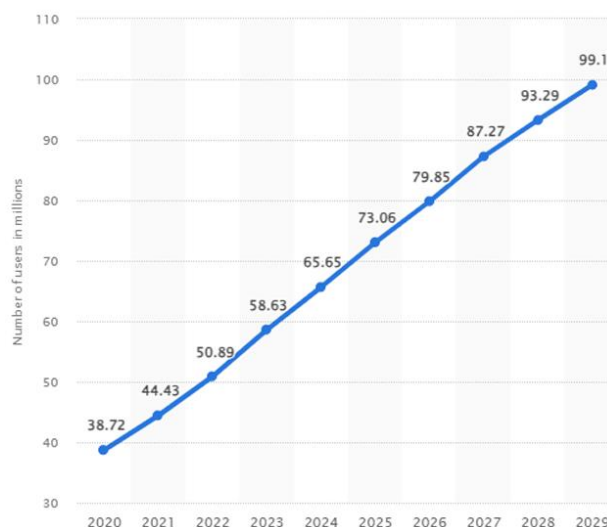


Figure 1. Projection of *E-Commerce* User Numbers in Indonesia 2020-2029

In addition, Shopee is projected to become the e-commerce platform with the most visitors in Indonesia in the first quarter of 2025 with 235.9 million visits, followed by Tokopedia with 100.3 million visits, and Lazada with 45.03 million visits. This data shows Shopee's dominance in the Indonesian e-commerce industry and reflects user preferences for platforms that offer various conveniences in online shopping.

Table 1. Most *E-commerce* Visitors in Indonesia 2025

No	<i>E-commerce</i>	2025 Q1 Value (Million)
1.	Shopee	235,900,000
2.	Tokopedia	100,300,000
3.	Lazada	45,030,000
4.	Open	30,500,000
5.	Bibli	25,700,000
6.	Zalora	15,400,000
7.	Orami	10,200,000

According to compas.co.id, Skintific as a global beauty brand has successfully occupied the first position in beauty package sales in Indonesia throughout the Q1 2024 period with a sales value of more than IDR 70 billion. The largest sales came from Skintific's official store, which was IDR 64 billion, while sales from non-official stores were IDR 7 billion. The official Skintific_id account on TikTok has collected 3.3 million followers and received 18.7 million likes, indicating high engagement from Skintific skincare users.

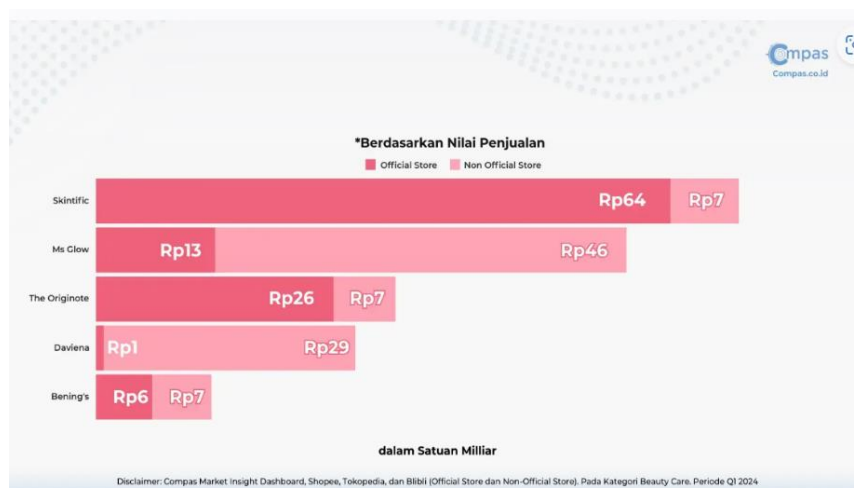


Figure 2. Projection of E-Commerce User Numbers in Indonesia 2020-2029

Based on the data, it is known that the followers of the Skintific online store on the Shopee platform are 3.6 million from 2021 to the present with 112 products that received a store rating of 4.9/5 from reviews of 3.1 million Skintific product users on the platform. Users who gave 5 stars were 2.8 million, 4 stars were 228.3 thousand, 3 stars were 20.1 thousand, 2 stars were 5 thousand, and 1 star was 6.8 thousand. Meanwhile, Skintific's followers on TikTok were 3.3 million with 18.7 million likes.

Despite having many positive reviews, there are some issues faced by Skintific customers, especially related to product quality, such as changes in texture and color. Other issues that arise are price competition, discounts and trends in the skincare market, as well as delays and errors in product delivery. All of these things can lead to a lack of consumer loyalty to Skintific products. However, there are also customer reviews on the Shopee platform that show that consumers feel the benefits of Skintific products. One of the popular ingredients, niacinamide, is considered effective in reducing breakouts, although it is not optimal in brightening the skin. This shows the need for skincare products that are safe and suitable for various skin types, such as those offered by Skintific.

The main factor of Consumer Loyalty that must be met before customers reach the loyalty stage towards a brand is customer satisfaction. Satisfied customers tend to have a positive experience with a product or service, which ultimately builds trust and increases the likelihood of repeat purchases. Conversely, if customers are dissatisfied, they are more likely to switch to another brand, even if the product has high quality or a competitive price [2]. The difference between expectations and reality in product quality can affect consumer perceptions of a brand. In the skincare industry, consumers are very concerned about the effectiveness and safety of the product. However, if there is inconsistency in product quality, such as changes in texture, poor packaging, or results that do not match the claims, customer satisfaction can decrease [3].

Inconsistent product quality, such as defects in skincare products, can lead to consumer dissatisfaction and negatively impact customer loyalty. According to other studies, product quality has a significant influence on customer loyalty, where a decrease in quality can cause customers to switch to other, more reliable brands [4]. Customer experience in online shopping also affects consumer loyalty. The problems that occur show that a good online shopping experience does not always guarantee that customers remain loyal to a brand. Although Skintific product customers get a good online shopping experience, they are still likely to switch to other brands if factors such as price, product quality, and trends on social media are more attractive [5].

Price fairness also plays an important role in building consumer loyalty, where consumers are more loyal to brands that offer fair and competitive prices. In the skincare industry, many products use pricing strategies such as discounts and loyalty programs to attract attention [6]. However, even though the price is considered fair, other techniques such as promotions and product quality also greatly influence repurchase decisions. Consumers not only consider price fairness but also look for more profitable offers, including consistency of product quality [7]. In addition, non-transparent information about a product can affect customer satisfaction with the brand. In the skincare industry, the many paid reviews and

promotions from influencers can create skepticism among consumers. Customers may experience dissatisfaction if the product results do not match the expectations built through advertising or reviews they read [8].

Customer satisfaction acts as a mediating variable that links product quality, online shopping experience, and price fairness with consumer loyalty. According to recent research, customer satisfaction occurs when there is a match between expectations and actual experiences in using a product or service [9]. If customers are satisfied with product quality, ease of shopping, and prices that are considered fair, they tend to remain loyal to the brand. However, if there is a gap between expectations and reality, customers can experience dissatisfaction that has the potential to reduce their loyalty.

Based on the problems described above, the researcher is interested in conducting a study on "The Effect of Product Quality, Online Shopping Experience and Price Fairness on Consumer Loyalty at Skintific Skincare in Padang City with Customer Satisfaction as a Mediating Variable." This study is expected to provide theoretical contributions in the field of digital marketing and consumer behavior, especially in understanding the factors that influence consumer loyalty in the skincare industry. This study also enriches the literature related to product quality, online shopping experience, and price fairness in forming customer satisfaction and consumer loyalty, and examines the role of customer satisfaction as a mediating variable in the relationship between these factors and consumer loyalty.

2. Literature Review

Customer Loyalty

According to Kirillova and Zyk [10], *Consumer Loyalty* is the main factor that determines a brand's ability to generate stable and sustainable income. This loyalty is not only customer loyalty to a product, but also formed from a combination of customer satisfaction, involvement, and trust in the brand. By understanding and managing loyalty effectively, companies can maintain and strengthen long-term relationships with their consumers which ultimately have a positive impact on business stability and company profits. According to Viktoriia et al. [11], *Consumer Loyalty* is the result of a long-term relationship between a company and consumers through effective marketing strategies. Factors such as pricing policies, promotional offers, and customer experience in interacting with the company play an important role in building and maintaining this loyalty. By increasing customer engagement, the company ensures the sustainability of the relationship. *Consumer Loyalty* is the desire of customers to continue using a company's products in the long term, showing loyalty to the product, and recommending it to others. This loyalty not only reflects customer satisfaction but also creates a domino effect that is beneficial to the company through word of mouth marketing. By maintaining product quality and providing positive customer experiences, companies can increase consumer loyalty, which ultimately contributes to sustainable business growth [12].

According to Astuti and Amanda [13], the factors that influence *Consumer Loyalty* are as follows: *Satisfaction*, which is the measurement between customer expectations and reality; *Emotional bonding*, which is the bond created from a brand when consumers feel a strong bond with other consumers who use the same product or service; *Trust*, which is trust in a product; *Choice reduction and habit*, which is consumer convenience such as purchasing products regularly; and *History with company*, which is good service from the company that triggers repeat purchases. Meanwhile, according to Pratiwi et al. [14], the indicators of *Consumer Loyalty* are as follows:

1. repeat purchases,
2. product consumption habits,
3. always liking the product,
4. always choosing the product, and
5. always believing in the brand even though there is negative news about the product.

Product Quality

According to Rodiah [15], *Product Quality* is a major factor in business that plays an important role in influencing consumer satisfaction and loyalty. Good quality will provide a positive experience for customers which ultimately encourages them to make repeat purchases. *Product Quality* is the quality of a product from a civil law perspective including the product name, its usefulness for consumers, and the readiness of the product to be distributed

and used. Poor quality not only affects customer satisfaction, but can also endanger the safety and interests of the wider community [16]. According to Durana et al. [3], product quality is a core attribute that can be assessed based on consumer expectations and the reality they experience. The difference between expectations and reality in product quality often occurs which can affect consumer perceptions of a brand.

According to Tjiptono [17], product quality is measured using five indicators, namely:

1. *Performance* (the product provides benefits to consumers);
2. *Features* (features that differentiate it from competing products);
3. *Reliability* (product reliability to not be damaged or fail);
4. *Conformance to specification* (compliance with company standards); and
5. *Aesthetics* (physical appeal and design).

Online Shopping Experience

According to Malinda et al. [18], online shopping experience is the result of customer interaction with an e-commerce platform that is influenced by the ease of transactions and the level of trust in the seller. This experience can have an impact on customer purchase intentions, although it does not always directly increase their trust in the seller. Samuel et al. [19] stated that online shopping experience is influenced by the functionality, delivery, and security aspects of the e-commerce platform. They found that positive experiences can increase customer satisfaction, but security factors do not always have a significant impact on the overall shopping experience. According to Visakan [20], online shopping experience includes aspects of convenience, interactivity, excitement, and available offers. These elements contribute significantly to customer satisfaction, so online sellers must focus on improving user experience through attractive platform design and marketing strategies.

According to Achsa and Dewi [21], the indicators of online shopping experience are:

1. *Accessibility* ,
2. *Competence* ,
3. *Customer Recognition* ,
4. *Helpfulness* ,
5. *Personalization* ,
6. *Promise Fulfillment* , and
7. *Value For Time* .

Price Fairness

According to Katyal et al. [6], price fairness is the consumer's perception of the fairness of prices based on distributive, procedural, informational, and interpersonal justice. Violation of the principle of equity has the greatest impact on the perception of price unfairness. *Price Fairness* is a limitation on price discrimination to ensure that different prices do not cause social injustice, by considering aspects such as fairness in price, demand, consumer surplus, and non-purchase valuation [8]. Mushagalusa et al. [7] revealed that price fairness is a multidimensional concept consisting of six aspects and has a significant impact on customer trust and their intention to switch to other providers in the microfinance industry.

According to Putra et al. [22], several indicators commonly used to assess *price fairness* include:

1. *affordable prices* ,
2. *reasonable prices* ,
3. *appropriate prices* , and
4. *inexpensive prices* .

Customer Satisfaction

According to Shaikh [9], *Customer Satisfaction* is a feeling of satisfaction or disappointment that arises from a comparison between perceived product performance and customer expectations. This study links customer satisfaction with service quality in the service industry. Riak and Bill [23] stated that *Customer Satisfaction* is a general assessment of customers after consuming a product or service, which reflects their pleasure or disappointment depending on whether their expectations are met or not. Rosli and Nayan [24] added that *customer satisfaction* is a measure that determines the extent to which customers are happy with the company's products, services, and capabilities. According to Syafarudin [25], *Customer Satisfaction* is the level of customer satisfaction after comparing the service or

product received with what is expected, which contributes directly to customer loyalty and business sustainability.

According to Putra [12], *Customer Satisfaction indicators* include:

1. fulfillment of consumer expectations,
2. recommendations to other parties,
3. service quality, and
4. loyalty.

3. Method

This research is a quantitative research that aims to find a possible causal relationship between research variables. Given that this research is a quantitative research, it is necessary to prove the hypothesis using mathematical equations. The analysis tool used in this research is *Structural Equation Modeling (SEM)* which is planned to be processed using *Partial Least Square (PLS)* version 4.0.

This study was conducted in Padang City, especially among users who are consumers of Skintific skincare products. This location was chosen because Padang State University as the research institution is located, while the research period began in March 2025 until completion. The population in this study were students of Padang State University who used Skintific products whose number was unknown. This study used a non-probability sampling technique, specifically purposive sampling. This technique was chosen because the researcher wanted to get respondents who had experience and knowledge about Skintific products and were active in using e-commerce such as Shopee and Tokopedia. The criteria set by the researcher were as follows: respondents aged 18–35 years, used Skintific products, lived in Padang City, and had knowledge about the quality of Skintific skincare products.

Therefore, in this study, a sampling technique was used with a representative formula according to Hair et al. [26], that "sampling can be taken depending on the number of indicators multiplied by 4 to 10". So in this study the number of indicators used was 25, so the number of samples in this study is as follows: $\text{Sample} = \text{Number of indicators} \times 6 = 25 \times 6 = 150$. Based on this calculation, the maximum sample that must be collected is 150 respondent samples and the sample obtained was 160 respondents.

The type of data used in this study is quantitative data which refers to the type of data that can be measured and expressed in numbers. Quantitative research is research based on the philosophy of positivism, using data in the form of numbers that are processed statistically to test hypotheses. This method is suitable for research with a large population and clear problems [27]. This method was chosen because the research phenomenon can be explained using statistical data measurement results. This study attempts to examine the influence of *Product Quality*, *Online Shopping Experience*, and *Price Fairness* on *Consumer Loyalty* on Skintific skincare in Padang City with *Customer Satisfaction* as a mediating variable.

To answer the existing problems, the researcher uses primary data. Primary research uses data obtained directly from respondents or through measuring instruments specifically designed by researchers for the study being conducted. Usually quantitative survey methods and questionnaires are used in primary research [28]. Data collection was carried out by distributing questionnaires to female students of Padang State University who use Skintific products. In this study, primary data are the answers to the respondent's questionnaire from questions that have been made by researchers on exogenous variables, namely *Product Quality*, *Online Shopping Experience*, and *Price Fairness*, endogenous variables *Consumer Loyalty*, and mediating variables, namely *Customer Satisfaction*.

The questionnaire technique is the main method of collecting primary data in business research. It includes design, structure, content, and adequate response strategies to achieve research objectives, both through open and closed questions [29]. So researchers use questionnaires in data collection techniques to obtain primary data by creating systematic questions with the aim of obtaining the required data.

4. Results and Discussion

Description of Respondent Characteristics

Based on the results of the research that has been conducted, a descriptive picture of the characteristics of the respondents who are the objects of the study was obtained. This information includes simple data related to gender, age range, type of work, and last level of education. Data was collected through questionnaires filled out by a total of 160 respondents during the survey period, namely from March 25 to May 20, 2025. The characteristics of these

respondents are the basis for understanding the background of consumers who play a role in assessing product quality, online shopping experience, price fairness, satisfaction, and loyalty to Skintific skincare products.

Based on gender, the majority of respondents were female, 117 people or 73.1%, and male, 43 people or 26.9%.

Table 2. Respondent Characteristics Based on Gender

No	Gender	Frequency (People)	Percentage (%)
1.	Woman	117	73.1%
2.	Man	43	26.9%
	Total	160	

In terms of age, the majority of respondents were in the 18-23 age range, as many as 90 people or 56.3%, followed by the 24-30 age group as many as 66 people or 41.3%, while the 31-35 age group and 36-40 age group each had 2 people or 1.2%.

Table 3. Respondent Characteristics Based on Age

No	Age	Frequency(People)	Percentage(%)
1.	18 – 23	90	56.3%
2.	24 – 30	66	41.3%
3.	31 – 35	2	1.2%
4.	36 – 40	2	1.2%
	Total	160	

For employment, the majority of respondents were students as many as 87 people or 54.4%, followed by self-employed as many as 32 people or 20%, ASN/BUMN as many as 18 people or 11.3%, civil servants as many as 17 people or 10.6%, and unemployed as many as 6 people or 3.8%.

Table 4. Respondent Characteristics Based on Occupation

No	Work	Frequency (People)	Percentage (%)
1.	Not Working Yet	6	3.8%
2.	Student	87	54.4%
3.	ASN / BUMN	18	11.3%
4.	Self-employed	32	20%
5.	Government employees	17	10.6%
	Total	160	

Meanwhile, based on education level, the majority of respondents had a bachelor's degree of 105 people or 65.6%, high school/equivalent of 34 people or 21.3%, diploma of 19 people or 11.9%, master's degree of 2 people or 1.2%, and no respondents had a doctoral degree.

Table 5. Respondent Characteristics Based on Education Level

No	Education	Frequency (People)	Percentage (%)
1.	High School / Equivalent	34	21.3%
2.	Diploma	19	11.9%
3.	S1	105	65.6%
4.	S2	2	1.2%
5.	S3	0	0
	Total	160	

Description of Research Variable Frequency

This study measures five main variables, namely Product Quality, Online Shopping Experience, Price Fairness, Customer Satisfaction, and Consumer Loyalty. Each variable is measured through a series of question items arranged in a questionnaire using a Likert scale of 1–5. The following is a description of the frequency for each variable.

The Consumer Loyalty (Y) variable is measured through six questions. The average value obtained is 3.71 or 74.13%, in the “Strong” category.

Table 6. Frequency Distribution of Consumer Loyalty Variables

No	Question	Mean	TCR	Category
1.	I often buy/use skintific products	3.77	75.38%	Strong
2.	I prefer using skintific products rather than other brands.	3.81	76.13%	Strong
3.	I really like the products provided by the skintific brand	3.66	73.13%	Strong
4.	I prefer to wait for service for Skintific products on the e-commerce where I shop, rather than moving to another platform that provides faster service.	3.83	76.38%	Strong
5.	I feel confident that Skintific skincare products are the best products compared to other products.	3.57	71.38%	Strong
6.	I often recommend skintific skincare products to friends or family.	3.62	72.38%	Strong
	Average	3.71	74.13%	Strong

The Product Quality variable (X1) consists of five questions. The average value of 3.70 or 74.00% is also categorized as “Strong”.

Table 7. Frequency Distribution of Product Quality Variables

No	Question	Mean	TCR	Category
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1.	Skintific products provide optimal results and bring positive changes to my skin condition.	3.71	74.13%	Strong
2.	Skintific products have consistent quality over time	3.76	75.25%	Strong
3.	Skintific products contain natural ingredients that are safe for the skin.	3.65	73.00%	Strong
4.	Skintific products remain suitable for use until the expiration date stated on the packaging.	3.74	74.88%	Strong
5.	Skintific products are able to brighten the face according to the promised claims.	3.64	72.75%	Strong
	Average	3.70	74.00%	Strong

The Online Shopping Experience variable (X2) was assessed from eight questions with an average score of 3.69 or 73.70%, in the “Strong” category.

Table 8. Frequency Distribution of Online Shopping Experience Variables

No	Question	Mean	TCR	Category
1.	The e-commerce platform where I purchased Skintific products provided a quick response to any complaints or issues I raised.	3.54	70.75%	Strong
2.	I feel that the process of ordering Skintific products via e-commerce is easy and smooth.	3.36	67.13%	Enough
3.	I often get vouchers, shipping discounts, or price cuts when purchasing Skintific products via e-commerce.	3.59	71.88%	Strong
4.	The Skintific product that I purchased through e-commerce is in accordance with the description and image displayed.	3.82	76.38%	Strong
5.	I feel that the e-commerce where I buy Skintific products is the right place to get the products I want.	3.84	76.88%	Strong
6.	The price of Skintific products offered through the e-commerce that I use is more affordable compared to other places.	3.79	75.75%	Strong
7.	The e-commerce account where I purchased Skintific products provides a wider variety of product choices.	3.74	74.88%	Strong
8.	I can access the e-commerce account where I purchased Skintific products anytime and anywhere as needed.	3.80	76.00%	Strong
	Average	3.69	73.70%	Strong

The Price Fairness variable (X3) uses four questions and has an average score of 3.68 or 73.66%, included in the “Strong” category.

Table 9. Frequency Distribution of Price Fairness Variables

No	Question	Mean	TCR	Category
1.	The price of the Skintific product that I bought is in accordance with the quality offered.	3.66	73.13%	Strong
2.	The price of the Skintific product offered is acceptable	3.72	74.38%	Strong
3.	The prices of Skintific products offered are considered reasonable.	3.63	72.50%	Strong
4.	The price of Skintific products is in accordance with the benefits I get.	3.73	74.63%	Strong
	Average	3.68	73.66%	Strong

The Customer Satisfaction (Z) variable, which consists of three questions, shows an average value of 3.80 or 76.00% and is in the “Strong” category.

Table 10. Frequency Distribution of Customer Satisfaction

No	Question	Mean	TCR	category
1.	I am satisfied with skintific products	3.82	76.38%	Strong
2.	I have recommended skintific products to others.	3.83	76.63%	Strong
3.	In my opinion, Skintific products have met my expectations and needs.	3.75	75.00%	Strong
	Average	3.80	76.00%	Strong

Data Analysis

The analysis method used in this study is Partial Least Square – Structural Equation Modeling (PLS-SEM) using the SmartPLS 4.0 application. The analysis steps include testing the outer model, inner model, and hypothesis testing analysis.

Outer model evaluation is conducted to test the validity and reliability of the research instrument. Based on the results of the outer loading test, it is known that all indicators have a value of more than 0.7, so all indicators are declared valid. The AVE (Average Variance Extracted) value for each variable is more than 0.5 so it can be concluded that all constructs in the model have met convergent validity. The construct reliability test uses Cronbach's Alpha and Composite Reliability values. All Cronbach's Alpha and Composite Reliability values are greater than 0.7, which means all constructs are declared reliable.

The R-square value results show that Customer Satisfaction is influenced by Product Quality, Online Shopping Experience, and Price Fairness by 78.9%. While Consumer Loyalty is influenced by Product Quality, Online Shopping Experience, Price Fairness, and Customer Satisfaction by 87.2%. A high R-square value indicates that the model has good predictive power.

Table 11. Cronbach Alpha and Composite Reliability Output

	Cronbach's alpha	Composite reliability
Consumer Loyalty	0.879	0.882
Product Quality	0.792	0.800
Online Shopping Experience	0.842	0.875
Price Fairness	0.829	0.836
Customer Satisfaction	0.770	0.772

The Q-square value for this structural model is 0.714, which means the model has strong predictive relevance. While the f-square value shows that the influence of Product Quality, Online Shopping Experience, and Customer Satisfaction on Consumer Loyalty is quite strong.

The results of the hypothesis test show that:

1. Product Quality → Consumer Loyalty (positive and significant)
2. Online Shopping Experience → Consumer Loyalty (positive and significant)
3. Price Fairness → Consumer Loyalty (positive and not significant)
4. Product Quality → Customer Satisfaction (negative and significant)
5. Online Shopping Experience → Customer Satisfaction (positive and significant)
6. Price Fairness → Customer Satisfaction (positive and not significant)
7. Customer Satisfaction → Consumer Loyalty (positive and significant)

Table 12. Output Path Coefficient (Direct Hypothesis)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ([O/STDEV])	P values
Customer Satisfaction -> Consumer Loyalty	0.180	0.178	0.066	2,721	0.007
Online Shopping Experience -> Customer Satisfaction	1,044	1,042	0.060	17,333	0.000
Price Fairness -> Consumer Loyalty	0.006	0.003	0.069	0.087	0.930
Price Fairness -> Customer Satisfaction	0.014	0.013	0.060	0.236	0.814
Product Quality -> Consumer Loyalty	0.730	0.734	0.040	18,375	0.000
Product Quality -> Customer Satisfaction	-0.189	-0.182	0.035	5.347	0.000

Meanwhile, for the indirect influence test (mediation), it was found that:

1. Product Quality → Customer Satisfaction → Consumer Loyalty = negative and significant
2. Online Shopping Experience → Customer Satisfaction → Consumer Loyalty = positive and significant
3. Price Fairness → Customer Satisfaction → Consumer Loyalty = positive and not significant

Table 13. Output Indirect Effects (Indirect Hypothesis)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ([O/STDEV])	P values
Online Shopping Experience -> Consumer Loyalty	0.188	0.184	0.066	2,827	0.005
Online Shopping Experience -> Consumer	0.188	0.184	0.066	2,827	0.005

Loyalty-> Customer Satisfaction					
Product Quality -> Consumer Loyalty-> Customer Satisfaction	-0.034	-0.032	0.013	2,518	0.012
Price Fairness -> Consumer Loyalty -> Customer Satisfaction	0.003	0.004	0.012	0.214	0.830

Discussion

This study shows that product quality *has* a significant influence on consumer loyalty . This means that the better the product quality perceived by consumers, the more likely consumers are to remain loyal to the product. This is in line with previous findings by Putra (2023) and Ismayana & Hayati (2018) which stated that product quality is the main determinant of customer loyalty.

Online shopping experience has also been shown to have a positive and significant effect on consumer loyalty. This is in line with the research results of Nirawati et al. (2020) and Sofiani et al. (2022) which show that a positive experience during online shopping increases the likelihood of customers making repeat purchases and recommending products.

On the other hand, price fairness *does* not have a significant effect on loyalty. This means that even though the price of the product is considered fair or reasonable, it is not strong enough to create loyalty. This shows that consumers consider product quality and usage experience more than just price perception. This finding is in line with the research by Jose Juan et al., 2023, which shows that Price Fairness does not have a positive and significant effect on Customer loyalty. For the influence on *Customer Satisfaction* , only *Online Shopping Experience* has a positive and significant influence, while *Product Quality* has a negative influence and *Price Fairness* has no significant influence. This can happen because of the mismatch between consumer expectations of product quality and the reality they receive.

Overall, *Customer Satisfaction* is proven to be a significant mediator in the relationship between *Online Shopping Experience* and *Consumer Loyalty* . However, it does not apply to other variables. This reinforces the importance of customer experience during shopping as a key to forming strong loyalty in the context of e-commerce-based skincare products.

5. Conclusion

Based on the results of the research that has been conducted on the influence of *Product Quality* , *Online Shopping Experience* , and *Price Fairness* on *Consumer Loyalty* on Skintific skincare products in Padang City with *Customer Satisfaction* as a mediating variable, it can be concluded that *Product Quality* and *Online Shopping Experience* have a positive and significant effect on *Consumer Loyalty* , while *Price Fairness* does not have a significant effect. Meanwhile, *Product Quality* has a negative effect on *Customer Satisfaction* , *Online Shopping Experience* has a positive and significant effect, and *Price Fairness* does not have a significant effect on *Customer Satisfaction* . *Customer Satisfaction* itself is proven to have a positive and significant effect on *Consumer Loyalty* . In testing the indirect effect, only *Online Shopping Experience* has a significant indirect effect on *Consumer Loyalty* through *Customer Satisfaction* .

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