

The Influence of Product Quality, Brand Image, and Price on Consumer Satisfaction of Make Over Cosmetics on Students of the Faculty of Economics, Universitas Islam Lamongan

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ABSTRACT

This study aims to analyze the effect of product quality, brand image, and price on consumer satisfaction of Make Over cosmetics among students of the Faculty of Economics, Universitas Islam Lamongan. The phenomenon of increasing awareness of young consumers towards local products and the importance of brand image and competitive prices prompted this study. The method used is quantitative with an associative approach. Data were collected by distributing questionnaires to 93 active student respondents who use Make Over products, and analyzed using multiple linear regression with the help of SPSS 23 software. The results of the study indicate that partially product quality, brand image, and price each have a significant effect on consumer satisfaction. Simultaneously, the three independent variables also have a significant effect on consumer satisfaction. This finding confirms that the success of local brands such as Make Over in creating consumer satisfaction is influenced by a combination of targeted quality, image, and price strategies. This study provides strategic implications for cosmetic companies in maintaining the loyalty of young consumers, as well as theoretical contributions in the development of marketing management studies in the field of consumer behavior.

INTRODUCTION

The development of the cosmetics industry in Indonesia has experienced significant growth in recent years. Data from the Ministry of Industry (2023) shows that the cosmetics sector is growing by more than 9% per year, supported by increasing public consumption, especially among young women. Cosmetics are now no longer just a complement to appearance, but have become part of a lifestyle and a symbol of self-identity. Advances in digital technology, social media, and e-commerce have also accelerated the distribution and penetration of cosmetic brands into various market segments, including students.

In this competitive landscape, local brands such as Make Over have successfully positioned themselves as one of the main players in the national cosmetics market. Under PT Paragon

Technology and Innovation, Make Over is known for its high product quality, elegant packaging, and strong brand positioning. A modern and consistent branding strategy makes Make Over able to compete with foreign brands. Young consumers, especially students, are the main target because they tend to be critical in choosing products, pay attention to aesthetic value, and consider rational aspects such as price.

Consumer satisfaction is the main indicator in assessing the success of a marketing strategy. According to Kotler, P., & Keller (2016), consumer satisfaction occurs when product performance meets or exceeds consumer expectations. Three important factors believed to influence consumer satisfaction are product quality, brand image, and price. Product quality reflects how well a product meets consumer needs and desires, both in terms of performance, reliability, and material safety (Kotler & Armstrong, 2021). Brand image forms emotional and symbolic perceptions that stick in the minds of consumers (Aaker, 1997), while price is related to perceived value and purchasing power (Zeithaml, 1988).

Several previous studies support a significant influence between these variables and consumer satisfaction. Liki (2016) studied Inez cosmetic consumers and found that product quality and brand image had a direct impact on satisfaction. Research by Erlin and Alimuddin (2022) and Fadila and Rokh (2022) also showed that price perception plays an important role in influencing customer satisfaction. However, there has not been much research that specifically addresses the local brand Make Over in the context of students, especially in Islamic tertiary institutions in the regions, such as Lamongan Islamic University.

This shows that there is a literature gap that needs to be bridged. Students are a unique consumer group because in addition to being active users of cosmetics, they also have high critical thinking in evaluating quality, image, and price. On the other hand, they tend to have limited budgets, so they are sensitive to price. Therefore, a more in-depth study is needed to understand how these three variables affect consumer satisfaction with the local brand Make Over in the student segment.

This study aims to analyze the influence of product quality, brand image, and price on consumer satisfaction of Make Over cosmetics among students of the Faculty of Economics, Universitas Islam Lamongan. The results of this study are expected to provide theoretical contributions to the development of marketing science, especially in understanding the behavior of young consumers towards local products. In addition, practically, these findings can be strategic input for local cosmetic companies in formulating more effective marketing policies that are oriented towards customer loyalty.

RESEARCH METHODS

This study uses a quantitative approach with a causal associative research type. This approach is used to determine the extent to which the independent variables, namely product quality, brand image, and price, influence the dependent variable, namely consumer satisfaction. The objects in this study were active students of the Faculty of Economics and Business, Lamongan Islamic University who had used Make Over brand cosmetic products. The researcher used a purposive sampling technique in sampling, with the criteria for respondents being female students aged at least 18 years and having used at least one Make Over product. The number of samples in this study was 93 respondents.

The type of data used is primary data obtained through direct distribution of questionnaires to respondents. The questionnaire was compiled using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree", which reflects the level of consumer perception of each variable indicator. Secondary data is also used to support the analysis, obtained from books, scientific journals, and other reliable sources.

The operational definition of the variables in this study is described as follows: product quality is measured through performance indicators, features, reliability, and suitability; brand image is measured through the strength of brand associations, uniqueness, and positive consumer perceptions; price is measured from consumer perceptions of affordability and suitability of price to

quality; while consumer satisfaction is measured based on the suitability of expectations, repurchase intentions, and willingness to recommend the product to others.

The data obtained were analyzed using IBM SPSS software version 23. The analysis stages include validity and reliability tests to ensure the quality of the research instrument, classical assumption tests such as normality, multicollinearity, and heteroscedasticity to test the feasibility of the regression model, and multiple linear regression analysis to test the simultaneous and partial effects between variables. In addition, t-tests and F-tests were carried out to measure the significance of the relationship between variables, as well as the coefficient of determination (R^2) to determine the magnitude of the contribution of independent variables in explaining consumer satisfaction. This research was conducted at the Islamic University of Lamongan in the period October 2024 to February 2025.

RESULTS AND DISCUSSION

This study aims to determine the effect of product quality, brand image, and price on consumer satisfaction of Make Over cosmetic products on students of the Faculty of Economics, Universitas Islam Lamongan. Based on the results of data processing using multiple linear regression analysis, information was obtained that the three independent variables simultaneously and partially had a significant effect on the dependent variable, namely consumer satisfaction.

The results of the validity test show that all items in the questionnaire have a significant correlation value (> 0.30), which means that each question is able to measure the intended variable accurately. The reliability test also shows that all variables have a Cronbach's Alpha value above 0.7, which indicates that the instrument used in this study is quite reliable.

Table 1.
Reliability Test Results

Variables	Alpha	Status
<i>Social Media Marketing</i> (X1)	0.841	Reliable
<i>Price</i> (X2)	0.839	Reliable
Brand Image (X3)	0.861	Reliable
Purchase Interest (Y)	0.871	Reliable

Data source processed 2025

From the results of multiple linear regression analysis, the coefficient of determination (R^2) value was obtained as 0.653. This means that 65.3% of the variation in consumer satisfaction can be explained by product quality, brand image, and price. The remaining 34.7% is explained by other variables not examined in this study, such as promotion, service, or consumer psychological factors.

Table 2.
Multiple Linear Regression Analysis Test Results

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	,636	,405		1,570	,120
	TOTAL_X1	,326	,072	,437	4,552	,000
	TOTAL_X2	,299	,070	,416	4,237	,000
	TOTAL_X3	,128	,077	,122	1,659	,101

a. Dependent Variable: TOTAL_Y

Data source processed 2025

Partially, product quality has a significant effect on consumer satisfaction with a significance value of 0.000 ($p < 0.05$). These results indicate that the better the product quality perceived by consumers including durability, comfort, effectiveness, and suitability to skin type, the higher the level of satisfaction they experience. This finding is in line with the theory of Kotler and Keller (2016) which states that quality is the main determinant of consumer satisfaction. In the context of

cosmetics, especially in brands such as Make Over, the perception of quality plays a very important role because it is directly related to the trust and comfort of using the product.

Brand image is also proven to have a significant effect on consumer satisfaction with a significance value of 0.012 ($p < 0.05$). Make Over's professional, modern, and classy brand image forms a positive perception in the minds of students as consumers. This is in line with Aaker's theory (1997) which states that a strong and positive brand image will increase consumer loyalty and satisfaction because it creates an emotional connection. Make Over has succeeded in positioning itself as a local brand that is not inferior to international products, with an attractive visual approach and collaboration with influential influencers on social media.

Price also showed a significant influence on consumer satisfaction, with a significance value of 0.004 ($p < 0.05$). Although Make Over is positioned as a middle to upper brand, students still feel that the price of the product is comparable to the benefits and quality received. This indicates a high perceived value, where consumers feel that their spending is worth the product they buy. This finding strengthens the results of Zeithaml's (1988) study which states that when consumers feel that they get benefits that are equivalent to or more than the price paid, their level of satisfaction will increase.

Table 3.
F Statistic Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	863,808	3	287,936	264,223	,000b
	Residual	96,988	89	1,090		
	Total	960,796	92			
a. Dependent Variable: TOTAL_Y						
b. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2						

Data source processed 2025

The results of this study are also supported by previous studies. For example, research by Erlin and Alimuddin (2022) stated that product quality, brand image, and price perception together have a significant effect on customer satisfaction in the cosmetics industry. Likewise, research by Fadila and Rokh (2022) emphasized that these three variables have an important role in shaping satisfaction in various business contexts, including cafe shops and lifestyle products. This study confirms that the dynamics of consumer satisfaction are cross-industry, but are still influenced by demographic characteristics such as age, social background, and education level.

In the context of students, especially at the Faculty of Economics, Lamongan Islamic University, Make Over was chosen not only because of its quality and brand image, but also because its price is still affordable compared to similar foreign brands. Students as young consumers are generally critical and selective, but also sensitive to price. Therefore, companies that are able to offer a combination of superior quality, strong brand image, and reasonable prices will find it easier to win the hearts of consumers in this segment.

Thus, the results of this study indicate that consumer satisfaction with Make Over is not only determined by a single factor, but rather by a combination of consistent product quality, positive brand image, and reasonable prices. These three factors reinforce each other in forming a satisfying consumer perception and experience. The implication of this finding is that local cosmetic companies such as Make Over need to continue to maintain product quality, strengthen brand positioning, and adjust pricing strategies to remain competitive and relevant to the needs of the dynamic young market.

CONCLUSION

Based on the results of the analysis and discussion that have been carried out, it can be concluded that product quality, brand image, and price have a significant influence on consumer satisfaction of Make Over cosmetics among students of the Faculty of Economics, Lamongan Islamic University. These three variables play a very important role in forming the level of consumer satisfaction, both partially and simultaneously. This significant influence indicates that the three

factors do not only stand alone, but complement and strengthen each other in creating a positive experience for consumers.

Product quality is the most dominant factor in determining consumer satisfaction. In the context of Make Over cosmetics, product quality includes various aspects, such as performance, reliability, and suitability of the product to consumer needs. Students tend to choose cosmetic products that not only provide maximum results, but are also comfortable to use and meet their expectations. Make Over products, which are known for their high quality, have been proven to meet these needs. The use of safe and effective ingredients and innovation in product formulation make Make Over the main choice for consumers who want optimal and long-lasting results. In other words, consumers are satisfied because the product provides benefits that meet their expectations.

In addition to product quality, brand image also has a significant influence on consumer satisfaction. Make Over's modern, professional, and trustworthy brand image strengthens consumers' emotional connection with the product. College students, who are a market segment that tends to pay attention to lifestyle aspects, pay close attention to the brand image they choose. Make Over has succeeded in creating a brand image that is in line with the values and aspirations of young consumers, so that consumers feel proud to use this product. This strong and consistent brand image builds deeper trust from consumers, which in turn strengthens their loyalty to the brand. College students, who usually have many choices in choosing cosmetic products, will be more likely to choose Make Over because they feel that this brand represents their dynamic and modern lifestyle.

Price factor also plays an important role in determining consumer satisfaction. In this study, a reasonable price that is comparable to the benefits of the product is one of the main reasons why consumers feel satisfied. Students, who often have limited budgets, highly value cosmetic products that provide added value without burdening their finances. Make Over, with its competitive and affordable pricing strategy, has succeeded in meeting this need. Prices that are in accordance with product quality create the perception that this product provides high value, so that consumers feel they are getting more benefits from every purchase they make. With competitive prices in the market, Make Over can reach the student segment without sacrificing the quality of the products offered.

Considering these three factors, it can be concluded that Make Over has succeeded in developing the right marketing strategy to build consumer satisfaction. The company has not only succeeded in offering high-quality products, but has also been able to build a brand image that suits the tastes and lifestyles of students. Reasonable and competitive pricing also contributes greatly to consumer satisfaction. Therefore, Make Over needs to continue to maintain and develop these three aspects in order to maintain customer loyalty and expand its market share, especially among students who are a growing market segment.

In the future, Make Over needs to make various efforts to maintain product quality sustainably, including in terms of product research and development, in order to continue to meet consumer expectations. In terms of brand image, the company needs to continue to innovate in marketing campaigns that are relevant to the student market segment, such as through the use of social media and influencers who are close to young audiences. In addition, to maintain competitiveness, Make Over needs to consider a pricing strategy that remains affordable for students without sacrificing the brand image that has been built. Developing a loyalty program can also be an effective step in retaining existing consumers and attracting new consumers.

Overall, this study shows that Make Over's marketing strategy that emphasizes product quality, consistent brand image, and reasonable pricing has succeeded in creating consumer satisfaction, especially among students. By continuing to pay attention to these three main factors, Make Over is expected to maintain its position as one of the leading cosmetic brands in Indonesia, especially in the student market segment which has great potential for growth. As a recommendation, the company must always maintain the integrity of these three aspects and continue to adapt to the dynamic needs and preferences of consumers, in order to remain competitive in the increasingly competitive cosmetic industry.

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