



The influence of brand image, product quality, and price on customer satisfaction of Wardah beauty products

Furi Indriyani¹, Ida Hendarsih², Tati Mardewi³, Nurmala Dewi⁴

^{1,2}Fakultas Ekonomi dan Bisnis, Universitas Bina Sarana Informatika, Indonesia

^{3,4}Fakultas Teknik dan Informatika, Universitas Bina Sarana Informatika, Indonesia

ARTICLE INFO

Article history:

Received Dec 8, 2025

Revised Dec 12, 2025

Accepted Jan 4, 2026

Keywords:

Brand Image;

Customer Satisfaction;

Price;

Product Quality.

ABSTRACT

This study aims to investigate the influence of brand image, product quality, and price on customer satisfaction of Wardah Beauty Products in Bogor. The research uses a quantitative approach to analyze the relationship between independent variables and dependent variables. The sampling technique used in this study is convenience sampling, which allowed the researcher to respond from individuals who were easily accessible and willing to participate. The population of this research consists of consumers residing in Bogor and have used Wardah beauty products at least once prior to this study. The number of samples was 100 respondents. Data were collected through an online questionnaire distributed using Google Form links shared via social media platforms, particularly WhatsApp. The data analysis technique used multiple regression analysis to determine the significance and direction of the relationship among the variables studied. The results demonstrate that brand image, product quality, and price have a positive and significant influence on customer satisfaction of Wardah Beauty Products.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Furi Indriyani,
Faculty of Economic and Business,
Bina Sarana Informatika University,
Jl. Kramat Raya, No.98 Kwitang Senan, Jakarta Pusat, 10450, Indonesia
Email: furi.fin@bsi.ac.id

1. INTRODUCTION

The beauty and personal care industry in Indonesia has shown remarkable growth over the past decade, supported by increasing consumer awareness of personal appearance and lifestyle. This development is also driven by the rapid expansion of digital platforms which has enabled beauty brands to engage more effectively with their target market.

Wardah is a halal cosmetic brand under ParagonCorp, has established itself as one of the leading local players in Indonesia, continues to strengthen its market presence through innovation, halal-certified products, and affordable pricing strategies. In 2025 based on compas.co.id, Wardah was ranked among Top 3 Best-Selling beauty and personal care Brands in Shopee Indonesia in the First Quarter of 2025, ranked by market share. The data shows that Skintific holds the largest market share at 4.10%, followed by Wardah with 2.97%, and Glad2Glow with 2.51%. Meanwhile, Hanasui and Maybelline complete the top five with 1.52% and 1.47% respectively.

This indicates that local beauty brands such as Wardah and Hanasui remain highly competitive in the Indonesian market and are able to position themselves alongside international brands such as Maybelline and Skintific. As competition within Indonesia's cosmetic industry continues to intensify, halal labeling is no longer the sole differentiating factor among cosmetic brands. Consequently, halal cosmetic brands are required to compete through product

performance, pricing strategies, and brand credibility in order to meet evolving consumer expectations and maintain customer satisfaction.

One of the factors that consumers pay attention to when buying beauty product is brand image. Brand image is something that a consumer feels through experiences and impressions about something that he feels as long as he feels or uses the products or services that the company provides (Pinem & Ayu, 2023). Brand image plays a crucial role in shaping customer perceptions and influencing customer satisfaction. A clear and positive brand image can increase trust, reduce perceived risk, create differentiation, and thereby enhance customer satisfaction and loyalty. Previous research by (Suryana et al., 2023), The results of this study indicate that Brand image has a positive and significant impact on customer satisfaction Sariayu beauty product.

Brand image has been widely studied as a strategic component in marketing, especially in competitive industries such as cosmetics. According to (Kotler & Keller, 2016) brand image is the set of perceptions held about a brand as reflected by the brand associations in consumer memory. The associations can be attributes, benefits, and attitudes. Brand image will be a benchmark for customers to assess whether a service or product is capable or not of fulfilling customer needs and desires (Andrian & Fadillah, 2021). Meanwhile, according to Rangkuti (2012), brand image is a collection of brand associations that are formed and stick in the minds of consumers (Pandiangan et al., 2021). Expanding on this concept, (Lee et al., 2014) define brand image as the sum of a customer's perceptions about a brand generated by the interaction of cognitive, affective, and evaluative processes in the customer's mind. This definition integrates the psychological aspects of brand perception including thoughts (cognitive), emotions (affective), and evaluations (evaluative) showing that brand image is a multidimensional construct. Furthermore, (Saleem et al., 2015) suggest that brand image represents the entire consumer perceptions of the brand and is formed through information and experience related to the brand. This implies that customer satisfaction and loyalty are strongly influenced by how consumers perceive a brand through both direct product experience and indirect marketing communication. According to Shrimp in (Sasono et al., 2024) Indicator brand images are: attributes, benefits, and comprehensice evaluation.

From the various definitions above, it can be concluded that brand image is a multidimensional concept that represents the total perception of consumers toward a brand, formed through their cognitive understanding, emotional feelings, and evaluative judgments. A positive brand image is developed through consistent product quality, effective marketing communication, and satisfying customer experiences.

Besides brand image, others factors that influence consumer satisfaction is product quality. Product quality is an essential element that determines a company's ability to satisfy customers and build a sustainable competitive advantage. Previous research by (Panjaitan et al., 2024) focused on Influence of Product Quality, Price, Brand Image and Promotion on Customer Satisfaction on Lazada. it is evident that product quality has a positive and significant impact on customer satisfaction. Empiric study from (Aziza et al., 2024), focused on The Influence of Product Quality, and Price on Customer Satisfaction of The Originote Cosmetics. The study shown that product quality has a positive and significant impact on customer satisfaction.

Lupiyoadi (Syahputra et al., 2022) states that product quality is the advantage possessed by the product. Quality in the view of consumers is something that has its own scope that is different from the quality in the view of producers when issuing a product which is usually known as actual quality. Assauri (2018) defines product quality is the factors contained in an item or result that cause the item or result to be in accordance with the purpose for which the item or result is intended (Wirianson et al., 2024). According to (Kotler & Armstrong, 2018), product quality is the totality of features and characteristics of a product or service that determine its ability to satisfy consumers' expressed or implied needs. Subsequently, research by (Hoe & Mansori, 2018) in their study "The Effects of Product Quality on Customer Satisfaction and Loyalty: Evidence from Malaysian Engineering Industry" operationalize product quality across multiple dimensions such as performance, reliability, and aesthetics and find that higher product quality leads to higher customer satisfaction and loyalty. Moreover, (Tjiptono, 2015) explains that product quality is the overall combination of product characteristics that determine its ability to fulfill customer needs, both stated and implied. There are eight indicators of product quality: (1) Form, (2) Features, (3) Performance

quality, (4) Perceived quality, (5) Durability, (6) Reliability, (7) Repairability, and (8) Design (Kotler & Keller, 2016). From the definitions above, it can be concluded that product quality is a multidimensional concept that goes beyond the physical characteristics of a product. It encompasses the ability of a product to meet or exceed customer expectations through performance, reliability, and value.

Price is commonly defined in marketing theory as “the amount of money or other values customers exchange to acquire a product or service (Kotler & Armstrong, 2018). Price is therefore more than just a number: it’s a signal to customers about what they might expect in terms of quality, durability, status, or exclusivity. According to (Alma, 2021) Price is a monetary unit or other measure (including other goods and services) exchanged to obtain ownership or use of a good or service, thereby creating consumer satisfaction. Kotler mention (Kurniawan & Suhermin, 2024) there are several price indicator, Including : (1) affordability, (2) price commensurate with product quality, (3) price competitiveness, and (4) price commensurate with benefits.

According to Kotler (Ardiansyah & Setiawan, 2022) Customer satisfaction is a feeling of customer satisfaction or dissatisfaction with products from a certain brand, which customers get from product comparisons or customer experiences with products and the existence of customer expectations for products. Satisfaction is a key psychological state that leads to repeat purchase behavior and long-term brand commitment. Oliver (1980) Stated customer satisfaction arises from comparing expected versus actual outcomes, where satisfaction increases if performance meets or exceeds expectations, and decreases otherwise (Warni et al., 2025). Customer satisfaction results from customer comparing the benefits they perceived with the benefits they expect. The indicators of customer satisfaction Irawan (2018) are: (1) feeling of satisfaction, (2) always buy the products, (3) recommend to others, (4) Fulfillment of customer expectations after purchasing a product (Sasono et al., 2024).

Although numerous studies have examined the influence of brand image, product quality, and price on customer satisfaction in the cosmetics industry, most previous research has focused on international brands or placed brand image as the dominant explanatory variable without sufficiently considering the unique characteristics of local halal cosmetic brands. In addition, prior studies tend to analyze consumer behavior at a national or general level, with limited attention to specific local markets. This study addresses this gap by focusing on Wardah as a leading halal cosmetic brand and examining consumer satisfaction within the Bogor area. By simultaneously analyzing brand image, product quality, and price in a localized context, this research provides a more contextualized and comprehensive understanding of customer satisfaction toward local halal cosmetics.

Based on the explanation above, the primary aim of this research is to examine the factors that influence consumer satisfaction. The focus of this study is “The Influence of Brand Image, Product Quality, and Price on Customer Satisfaction of Wardah Beauty Products”.

2. RESEARCH METHOD

The research used a quantitative method to investigate the influence of brand image, product Quality, price on Customer Satisfaction of Wardah Beauty Products. According to (Sugiyono, 2023) quantitative research is scientific research that collects measurable data which is then analyzed using statistical methods. Quantitative research employs a scientific methodology to investigate phenomena and uses random sampling to analyze a specific population or sample. The purpose of the method is to explain the influence of the independent variables (Brand Image, Product Quality, and Price) on a dependent variable (Customer Satisfaction) either partially or simultaneously.

The selection of indicators for brand image, product quality, and price in this study is based on established marketing theories and adjusted to reflect the characteristics of Wardah cosmetic products. Brand image indicators emphasize brand attributes, perceived benefits, and overall evaluation to capture Wardah’s positioning as a halal, trustworthy, and affordable local cosmetic brand. Product quality indicators focus on product performance, safety, durability, and design, which are essential aspects in cosmetic consumption and align with Wardah’s commitment to product safety and effectiveness. Meanwhile, price indicators represent affordability, price fairness, and value for money, reflecting Wardah’s mass-market pricing strategy and consumer perceptions

of reasonable pricing. The population in this study are individuals who reside in Bogor and have used wardah beauty products at least once prior to this study. The total population of the research cannot be known with certainty. According to Roscoe's rule of thumb (Arsulla et al., 2023), in multivariate research (including multivariate regression analysis), the sample size must be several times larger (10 times) than the number of variables to be analyzed. Since this study includes four variables, the minimum recommended sample size is 40 respondents. Therefore, the use of 100 respondents in this research already meets and exceeds the minimum requirement. The sampling technique used in this study was convenience sampling technique. According to (Sekaran & Bougie, 2016), the meaning of convenience sampling is the collection of information from members of the population who agree to provide that information.

The data collection technique in the study used Google form questionnaire links through social media such as WhatsApp. The measurement scale used in this research is the Likert scale of 1 to 5, which indicates (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, and (5) strongly agree. The data in the research were processed using SPSS 25.0 for Windows program. The data analysis used multiple linear regression analysis. The Conceptual framework brand image, product quality, and price on Customer Satisfaction can be seen in figure 1:

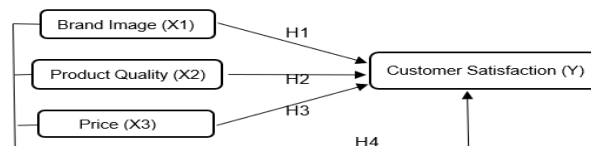


Figure 1. Conceptual framework brand image, product quality, and price on customer satisfaction

The research hypotheses in the study are: H1: Brand Image has a positive and significant influence on Customer Satisfaction of Wardah Beauty Products. H2: Product quality has a positive and significant influence on Customer Satisfaction of Wardah Beauty Products. H3: Price has a positive and significant influence on Customer Satisfaction of Wardah Beauty Products. H4: Brand Image, Product quality, and Price have a positive and significant influence on Customer Satisfaction of Wardah Beauty Products simultaneously.

3. RESULTS AND DISCUSSIONS

Data Quality Test

Validity test

The first step to testing data quality is a validity test. Validity Test is used to determine the validity or suitability of the questionnaire used to measure and obtain research data by correlating each questionnaire item score with the total score of the respondents' answers (Sugiyono, 2023). To look for the value of validity using Pearson Product Moment; valid if the $r_{count} > r_{table}$ (Ghozali, 2021). The r_{table} for 150 samples is known as 0.160. Based on the result of SPSS, the three independent variables are X1 (Brand Image), X2 (Product Quality), and X3 (Price). One dependent Variable Y (Customer Satisfaction) proved valid. The results of SPSS are listed on the table below:

Table 1. Validity test of x1 (brand image)

No.	Items	r_{count}	r_{table}	Sig	Criteria
1	BI_1	0,651	0,197	0,000	VALID
2	BI_2	0,798	0,197	0,000	VALID
3	BI_3	0,821	0,197	0,000	VALID
4	BI_4	0,399	0,197	0,000	VALID
5	BI_5	0,670	0,197	0,000	VALID
6	BI_6	0,763	0,197	0,000	VALID

Source: Processed data SPSS 25, 2025

Table 1 shows the results of the variable Brand Image (X1). The validity test consisted of 6 statements. The analysis results compare r_{count} and r_{table} . It showed that all these statements are valid because $r_{count} > r_{table}$ and the significant value is less than 0.05.

Table 2. Validity test of x2 (product quality)

No.	Items	r_{count}	r_{table}	Sig	Criteria
1	PQ_1	0,543	0,197	0,000	VALID
2	PQ_2	0,704	0,197	0,000	VALID
3	PQ_3	0,737	0,197	0,000	VALID
4	PQ_4	0,803	0,197	0,000	VALID
5	PQ_5	0,793	0,197	0,000	VALID
6	PQ_6	0,734	0,197	0,000	VALID
7	PQ_7	0,755	0,197	0,000	VALID
8	PQ_8	0,656	0,197	0,000	VALID

Source: Processed data SPSS 25, 2025

Table 2 presents the results of the variable Product Quality (X2). The validity test consisted of 8 statements. The analysis results compare r_{count} and r_{table} . It showed that all these statements are valid because $r_{count} > r_{table}$ and the significant value is less than 0.05.

Table 3. Validity test of x3 (price)

No.	Items	r_{count}	r_{table}	Sig	Criteria
1	P_1	0,563	0,197	0,000	VALID
2	P_2	0,612	0,197	0,000	VALID
3	P_3	0,722	0,197	0,000	VALID
4	P_4	0,743	0,197	0,000	VALID
5	P_5	0,817	0,197	0,000	VALID
6	P_6	0,728	0,197	0,000	VALID
7	P_7	0,681	0,197	0,000	VALID

Source: Processed data SPSS 25, 2025

Table 3 shows the results of the variable Price (X3). The validity test consisted of 7 statements. The analysis results compare r_{count} and r_{table} . It shown that all these statements are valid because $r_{count} > r_{table}$ and the significant value is less than 0.05.

Table 4. Validity test of y (customer satisfaction)

No.	Items	r_{count}	r_{table}	Sig	Criteria
1	CS_1	0,530	0,197	0,000	VALID
2	CS_2	0,650	0,197	0,000	VALID
3	CS_3	0,706	0,197	0,000	VALID
4	CS_4	0,798	0,197	0,000	VALID
5	CS_5	0,852	0,197	0,000	VALID
6	CS_6	0,724	0,197	0,000	VALID
7	CS_7	0,656	0,197	0,000	VALID
8	CS_8	0,812	0,197	0,000	VALID

Source: Processed data SPSS 25, 2025

Table 4 shows the results of the variable Customer Satisfaction (Y). The validity test consisted of 8 statements. The analysis results compare r_{count} and r_{table} . It showed that all these statements are valid because $r_{count} > r_{table}$ and the significant value is less than 0.05

Reliability test

A reliability test was conducted to determine the extent to which the questionnaire provided consistent or fixed measurements. The tool for measuring reliability is using Cronbach's alpha, a variable is considered reliable if its Cronbach's alpha is > 0.60 (Ghozali, 2021). The reliability test results are as follows

Table 5. Reliability test

Variable	Cronbatch Alpha	Limit	Criteria
Brand Image (X1)	0,776	0,60	Reliable
Product Quality (X2)	0,866	0,60	Reliable
Price (X3)	0,824	0,60	Reliable
Customer Satisfaction (Y)	0,866	0,60	Reliable

Source: Processed data SPSS 25, 2025

Table 5 shows that Cronbach's Alpha value for each variable is as follows; 0,776 (X1), 0,866 (X2), 0,824 (X3), and 0,866 (Y). The items of this study are reliable because Cronbach's Alpha value is > 0,6. Based on these results, it can be concluded that all variables in the study are reliable.

Classical Assumption Test

Normality Test

The normality test intends to determine whether in a regression model, the disturbance or residual variable follows a normal distribution. Proof of whether the data follows a normal distribution or not can be observed in the shape of the data distribution, either in a histogram or a normal probability plot (P-P-Plot) (Ghozali, 2021).

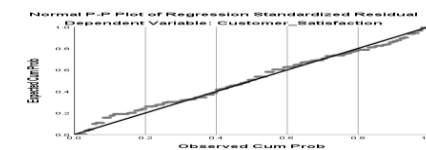


Figure 2. Normality test result

Figure 2, it can be seen that the dots (points) are scattered around the diagonal line, and their dispersion follows the direction of the diagonal line. Hence, it is stated that the regression model in the study is suitable for measuring the Customer Satisfaction. This implies that the residual data is normally distributed.

Multicollinearity Test

The purpose of the multicollinearity test is to determine whether there is a correlation among the independent variables in the regression model. A good regression model should not have correlations among independent variables. If the Variance Inflation Factor (VIF) value > 10, multicollinearity is present. Conversely, if VIF < 10, multicollinearity is not present (Ghozali, 2021).

Table 6. Multicollinearity test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand_Image	.932	1.073
	Product_Quality	.156	6.418
	Price	.153	6.536

a. Dependent Variable: Customer_Satisfaction
Source: Processed data SPSS 25, 2025

From the results above, it can be concluded that the VIF of three independent variables are 1.073; 6.418; and 6.536 which are smaller than 10. Thus, it can be concluded that the regression model does not exhibit any multicollinearity problems.

Heteroskedasticity Test

The heteroscedasticity test examines whether there is inequality in residual variance in a regression model. If the variance of other variables in the regression model is the same, it is called homoscedasticity (Ghozali, 2021).

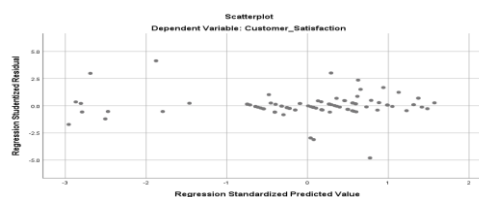


Figure 3. Heteroscedasticity test result
Source: Processed data SPSS 25, 2025

Based on the scatterplot above, it shows that no particular regular pattern was found and the points are spread above and below the number 0 on the Y. This indicates that the regression model is free from heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression testing is conducted to determine the direction of the relationship between the independent variables and the dependent variable (Sahir, 2022). The formula used in multiple linear regression is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description:

Y = Customer Satisfaction

X₃ = Price

a = Constanta

b₁, b₂, b₃ = Coefficient of regression direction

X₁ = Brand Image

e = error

X₂ = Product Quality

Table 7. Multiple linear regression analysis

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	3.721	1.654		2.250	.027
Brand_Image	.101	.041	.111	2.477	.015
Product_Quality	.488	.110	.486	4.432	.000
Price	.474	.114	.460	4.153	.000

a. Dependent Variable: Customer_Satisfaction

Source: Processed data SPSS 25, 2025

Based on the results of research processing and computerization using the SPSS 25 version program, the multiple linear regression equation is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 3,721 + 0,101 X_1 + 0,488X_2 + 0,474X_3 + e$$

From these equations, the explanations of each variable are: a) (a) A constant coefficient value of a = 3,721 indicates that if X₁, X₂, and X₃ are constant, then the score of Customer Satisfaction (Y) is 3,721; b) (b) The influence of Brand Image (X₁) on Customer Satisfaction (Y) is shown by the coefficient b₁, of 0,101, which is positive. This indicates, If Brand Image increases by one unit, Customer Satisfaction will increase by 0.101 units, assuming other variables remain constant; c) (c) The influence of Product Quality (X₂) on Customer Satisfaction (Y) is shown by the coefficient b₂, of 0,488, which is positive. This indicates, If Product Quality increases by one unit, Customer Satisfaction will increase by 0.488 units, assuming other variables remain constant; d) (d) The influence of Price (X₃) on Customer Satisfaction (Y) is shown by the coefficient b₃, of 0,474, which is positive. This indicates, If Price variable increases by one unit, Customer Satisfaction will increase by 0.474 units, assuming other variables remain constant.

Hypothesis Test T-test (Partial)

Partial test (T=Test) is needed to test whether each independent variable has a significant effect on the dependent variable. In this study, a significance level of 5% (0.05) was used with the formula degrees of freedom (df) = n – k – 1, namely (df = 100 – 2 – 1 = 93), resulting in a t_{table} of 1,661.

Table 8. T-test (partial)

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	3.721	1.654		2.250	.027
Brand_Image	.101	.041	.111	2.477	.015
Product_Quality	.488	.110	.486	4.432	.000
Price	.474	.114	.460	4.153	.000

a. Dependent Variable: Customer_Satisfaction

Source: Processed data SPSS 25, 2025

Based on the table above, it can be explained as follows: a) The t-test results on variable X1 (Brand Image) shows a positive and significant influence. This can be seen $t_{\text{count}} 2,477 > t_{\text{table}} 1,661$, with a significant value of $0,015 < 0,05$. This shows that H1 is accepted, Brand Image has a positive and significant influence on Customer Satisfaction; b) The t-test results on variable X2 (Product Quality) shows a positive and significant influence. This can be seen from the $t_{\text{count}} 4,432 > t_{\text{table}} 1,661$, with a significant value of $0,000 < 0,05$. This shows that H2 is accepted, product quality has a positive and significant influence on Customer Satisfaction; c) The t-test results on variable X3 (Price) shows a positive and significant influence. This can be seen from the $t_{\text{count}} 4,153 > t_{\text{table}} 1,661$, with a significant value of $0,000 < 0,05$. This shows that H3 is accepted, Price has a positive and significant influence on Customer Satisfaction.

F-Test (Simultaneously)

The F test is used to identify whether the independent variables simultaneously influence the dependent variable. The decision for this test is based on the f_{table} in the ANOVA table, with a significant level of 0.05. The calculation formula for degrees of freedom (df) = n-k-1 is (df) = 100-2-1 = 97. The resulting f_{table} is 3.090. The test results are as follows:

Table 9. F-test (partial)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	860.225	3	286.742	145.828	.000 ^b
	Residual	188.765	96	1.966		
	Total	1048.990	99			

a. Dependent Variable: Customer_Satisfaction

b. Predictors: (Constant), Price, Brand_Image, Product_Quality

Source: Processed data SPSS 25, 2025

Based on the results of the F-test, the calculated F value is obtained $F_{\text{count}} 145,828$. It is obtained that $F_{\text{count}} 145,828 > F_{\text{table}} 3,090$. The resulting significant level is $0,000 < 0,05$. Therefore, H4 is accepted. It can be concluded that the simultaneous hypothesis testing (F-Test) shows that Brand Image, Product quality, and Price has a positive and significant influence on Customer Satisfaction of Wardah Beauty Products simultaneously.

Determination Coefficient Test (R2)

The Coefficient of Determination (R2) is a value that indicates the extent to which the independent variable (X) influences on dependent variable (Y). The higher the value of the coefficient of determination, the better the ability of the independent variable (X) to influence on dependent variable (Y).

Table 10. Determination test results (r2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906 ^a	.820	.814	1.40225

a. Predictors: (Constant), Price, Brand_Image, Product_Quality

Source: Processed data SPSS 25, 2025

Based on the table 11 can be observed, the coefficient of determination value for the independent variables used, namely R Square. It is obtained to be 0,820 or 82%. This value indicates that the contribution of Brand Image, Product Quality, and Price variables in this study reaches 82%, while the remaining 28% is influenced by other factors that are not included in the scope of this study.

Discussion

The research findings demonstrate that brand image, product quality and price have positive and significant influence on customer satisfaction of Wardah beauty products, whether partially or simultaneously. The t-test results on variable X1 (Brand Image) shows a positive and significant influence. This can be seen $t_{\text{count}} 2,477 > t_{\text{table}} 1,661$, with a significant value of $0,015 <$

0,05. The t-test results on variable X2 (Product Quality) shows a positive and significant influence. This can be seen from the $t_{\text{count}} 4,432 > t_{\text{table}} 1,661$, with a significant value of $0,000 < 0,05$. This shows that partially, product quality has a positive and significant influence on Customer Satisfaction. The t-test results on variable X3 (Price) shows a positive and significant influence. This can be seen from the $t_{\text{count}} 4,153 > t_{\text{table}} 1,661$, with a significant value of $0,000 < 0,05$. This shows partially, Price has a positive and significant influence on Customer Satisfaction.

Based on the results of the F-test, the calculated F value is obtained $F_{\text{count}} 145,828$. It is obtained that $F_{\text{count}} 145,828 > F_{\text{table}} 3,090$. The resulting significant level is $0,000 < 0,05$. It can be concluded that simultaneously that Brand Image, Product quality, and Price has a positive and significant influence on Customer Satisfaction of Wardah Beauty Products simultaneously. Previous research by (Qanita & Albab, 2020) support this result. The results of this study of Wardah products demonstrate that Brand Image significantly affects Customer Satisfaction. This is evidenced that brand image which can be one of the factors in Customer Satisfaction.

Empiric study from (Ariyanto & Pujiati, 2025) found that among consumers of MS Glow beauty products, price and product quality had a strong positive and statistically significant impact on consumer satisfaction. These findings highlight the importance for brands like Wardah to ensure that their pricing strategy of their Beauty product is perceived as fair, transparent, and aligned with the quality offered. In addition, product quality plays a crucial role in shaping consumer satisfaction, particularly in terms of product safety, performance, durability, and suitability for different skin types. both the price and product quality as reasonable and consistent with the benefits they receive, it strengthens their trust and overall satisfaction with the brand.

4. CONCLUSION

Based on the results and discussion above, the conclusions drawn from research conducted are as follows: (1) Brand Image has a positive and significant influence on Customer Satisfaction of Wardah Beauty Products. This implies that an increase in brand image leads to an increase in customer satisfaction. (2) Product Quality has a positive and significant influence on Customer Satisfaction of Wardah Beauty Products. This indicate that improvements in product quality are associated with higher customer satisfaction. (3) Price has a positive and significant influence on Customer Satisfaction of Wardah Beauty Products. This suggest that customers perceive higher prices as a reflection of better value, which in turn enhances their satisfaction. (4) Brand Image, Product quality, and Price have a positive and significant influence on Customer Satisfaction of Wardah Beauty Products simultaneously. This implies that a strong brand image, high product quality, and appropriate pricing, collectively enhance Customer Satisfaction of Wardah Beauty Products. These conclusions are based on the analysis of the research findings and the respondents' feedback on the statements related to variables under investigation.

This study contributes to the local cosmetic marketing literature in Indonesia by providing empirical evidence on customer satisfaction toward a leading halal cosmetic brand. In contrast to many previous studies that emphasize global brands, this research highlights the role of product quality and price, in addition to brand image, in influencing customer satisfaction toward halal cosmetic brands such as Wardah. The findings provide empirical and theoretical insights into consumer evaluations of halal cosmetic products beyond symbolic brand associations.

Future research may extend this study by incorporating mediating variables such as customer trust, perceived halal value, or brand loyalty to deepen the understanding of how brand image, product quality, and price influence customer satisfaction. In addition, a longitudinal research design may be applied to observe changes in customer satisfaction over time, particularly in response to product innovation and the dynamics of competition among cosmetic brands in Indonesia. Such approaches are expected to provide more comprehensive insights into consumer satisfaction dynamics and long-term brand sustainability.

REFERENCES

- Alma, B. (2021). *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta.
- Andrian, W., & Fadillah, A. (2021). Pengaruh Citra Merek, Pengalaman Merek, Dan Nilai Pelanggan Terhadap Kepuasan Pelanggan Airasia. *Jurnal Ilmiah Pariwisata Kesatuan*, 2(1), 53–60. <https://doi.org/10.37641/jipkes.v2i1.586>

- Ardiansyah, & Setiawan, M. B. (2022). The Effect Of Brand Awareness, Brand Image, And Perceived Quality On Customer Satisfaction (Study On Cafe Mr.K BSB). *Jurnal Ekonomi*, 11(02), 875–883. <https://doi.org/10.6007/ijarbss/v8-i12/5375>
- Ariyanto, & Pujiati, H. (2025). The Influence of Product Quality, Price and Brand Quality on Consumer Satisfaction with Ms Glow Beauty Products. *Dinasti International Journal of Education Management And Social Science*, 6(5), 1207–1216. <https://doi.org/10.56916/jimab.v4i1.1074>
- Arsulla, Risnita, Jailani, M. S., & Jeka, F. (2023). Populasi dan Sampling (Kuantitatif), Serta Pemilihan Informan Kunci (Kualitatif) dalam Pendekatan Praktis. *Jurnal Pendidikan Tambusai*, 7, 26320–26332. <https://jptam.org/index.php/jptam/article/view/10836/8635>
- Aziza, A. N., Latief, F., & Nur, Y. (2024). PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUASAN PELANGGAN THE ORIGINOTE PADA INDO ' GAYA KOSMETIK KOLONODALE. *Jurnal Ilmiah Bisnis Dan Kewirausahaan*, 13(4), 475–487.
- Ghozali, I. (2021). *Aplikasi analisis multivariate dengan program IBM SPSS 26* (Universitas Diponegoro (ed.); 10th ed.).
- Hoe, L. C., & Mansori, S. (2018). The Effects of Product Quality on Customer Satisfaction and Loyalty: Evidence from Malaysian Engineering Industry. *International Journal of Industrial Marketing*, 3(1), 20. <https://doi.org/10.5296/ijim.v3i1.13959>
- Kotler, P., & Armstrong, G. (2018). *Principles Of Marketing* (17th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Ed Gl). Pearson Education.
- Kurniawan, M. F. D., & Suhermin. (2024). Pengaruh Harga, Kualitas Produk, Promosi, dan Store Atmosphere Terhadap Keputusan Pembelian. *Jurnal Ilmu Dan Riset Manajemen*, 13(2), 1–18.
- Lee, J. L., James, J. D., & Kim, Y. K. (2014). A Reconceptualization of Brand Image. *International Journal of Business Administration*, 5(4), 1–11. <https://doi.org/10.5430/ijba.v5n4p1>
- Pandiangan, K., Atmogo, Y. D., & Masiyono. (2021). FAKTOR-FAKTOR YANG MEMPENGARUHI BRAND EQUITY: BRAND TRUST, BRAND IMAGE, PERCEIVED QUALITY, & BRAND. *Jurnal Ilmu Manajemen Terapan*, 2(4), 471–484. <https://doi.org/10.31933/jimt.v2i4> Received:
- Panjaitan, H. P., Vinson, V., Yani, F., Sitompul, S. S., Sari, O., May, W., & Lubis, C. (2024). Influence of Product Quality, Price, Brand Image and Promotion on Customer Satisfaction on Lazada (Case Study in Pekanbaru City Communities). *Business Management and Accounting (ICOBIMA)*, 2(2), 373–390. <https://doi.org/10.35145/icobima.v2i2.4391>
- Pinem, D. W. F. S., & Ayu, A. R. (2023). THE EFFECT OF SERVICE QUALITY, BRAND IMAGE, AND PRICE ON CUSTOMER SATISFACTION AT CV. MEDAN BAROKAH. *Jurnal Ekonomi Sean Institute*, 12(03), 545–553.
- Qanita, A., & Albab, Z. U. (2020). Pengaruh quality awareness dan brand image terhadap customer satisfaction pada produk wardah. *Jurnal Manajemen Dan Inovasi (MANOVA)*, 3(2), 13–22.
- Sahir, S. H. (2022). *Metodology Penelitian*. KBM Indonesia.
- Saleem, S., Rahman, S. U., & Omar, R. M. (2015). Conceptualizing and Measuring Perceived Quality, Brand Awareness, and Brand Image Composition of Brand Loyalty. *International Journal of Marketing Studies*, 7(1). <https://doi.org/10.5539/ijms.v7n1p66>
- Sasono, E., Sopi, & Pratama, S. B. I. P. (2024). Pengaruh Citra Merek, Harga, Dan Promosi Terhadap Kepuasan Pelanggan Pada Produk Gemblong "Mbah Moel" Di Kota Salatiga. *Jurnal Stie Semarang*, 16(3), 54–69.
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach* (7th ed.). John Wiley & Sons.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Suryana, P., Fauziah, R., & Purnami, B. Y. (2023). Pengaruh Brand Image Dan Harga Terhadap Kepuasan Pelanggan Melalui Keputusan Pembelian Konsumen Sebagai Variabel Intervening (Survei Pada Pelanggan Sariayu Di Indramayu). *Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 7(1), 121–134.
- Syahputra, M. F. G., Ritonga, H. M., & Lubis, H. (2022). The Influence Of Product Quality, Price And Service Quality On Consumer Satisfaction (Coffeetree Case Study In Medan). *International Journal of Economic, Technology and Social Sciences (Injects)*, 3(2), 199–204. <https://doi.org/10.53695/injects.v3i2.740>
- Tjiptono, F. (2015). *Strategi Pemasaran*. Andi Offset.
- Wami, Z. S., Sari, A., & Ambarwati, D. A. S. (2025). Influence of Product Price and Shopping Convenience on Consumer Satisfaction. *Journal of Business Management and Economic Development*, 3(02), 633–643. <https://doi.org/10.59653/jbmed.v3i02.1597>
- Wirianson, K., Djali, I., Ranita, S. V., & Arif, A. (2024). Kualitas Produk Furniture Dan Kualitas Layanan Dalam Meningkatkan Kepuasan Pelanggan (Studi Kasus: Angkasa Perabot Home Furniture). *Jurnal Ilman: Jurnal Ilmu Manajemen*, 12(2), 19–25. <https://journals.stimsukmamedan.ac.id/index.php/ilman>