Article

The Influence of "Dear Me Beauty" Product Quality and Innovation on Consumer Satisfaction in the Greater Jakarta Region

Raidah Najla Afifah[1], Evi Sofia[1*]

[1]Faculty of Economics & Business, Pertamina University Jl. Teuku Nyak Arief, Simprug, Kebayoran Lama, South Jakarta 12220

email: rainajla453@gmail.com

*Correspondence email: evi.sofia@universitaspertamina.ac.id

Abstract: This research aims to determine the influence of Dear Me Beauty product quality and innovation on consumer satisfaction in the Greater Jakarta Area. This research used 100 samples with the criteria of consumers who had used Dear Me Beauty products and were domiciled in Greater Jakarta. The data analysis used SPSS version 25 and the data analysis methods used, namely the data quality test, classical assumption test, multiple linear regression test, hypothesis test, and determination coefficient (R^2) test. The results of this study show that product quality has a positive and partially significant effect on consumer satisfaction, which shows the results of the t-test with a significance value of $0.000 < 0.05$. Product innovation has a positive and partially significant effect on consumer satisfaction, which is shown by the product quality t-test value with a significance value of $0.000 < 0.05$. Product quality and innovation have a positive and significant effect simultaneously on consumer satisfaction, which shows the results of the F test of 102,961 and a significance value of $0.000 < 0.05$.

Keywords: *Product Quality, Product Innovation, Consumer Satisfaction.*

1. Introduction

The cosmetics industry in Indonesia is currently growing rapidly with the emergence of new cosmetic brands. According [1] to the cosmetics industry, it is a dynamic industry and will continue to innovate all the time. Therefore, every company engaged in the cosmetics industry must be able to face the changes that occur and be able to take advantage of opportunities so as not to lose competition. According [2] from data from the Indonesian Food and Drug Control Agency (BPOM), there has been an increase in the cosmetics industry in Indonesia by 20.6%, namely in 2021 as many as 819 and increased to 913 in July 2022.

People have begun to pay attention to beauty, "especially women who have used skincare and makeup regularly and do not think long about spending a budget for a large amount of cosmetics" [3]. Currently, men also use cosmetic products to maintain their appearance through skincare. According to the results [5], 94% of men agree that taking care of their skin is an investment for themselves by using skincare products that suit the consumer's skin type.

Cosmetics are in demand by consumers, especially women to maintain their appearance. Each consumer has their own criteria when buying a cosmetic product that is tailored to their needs. In addition, consumers also consider the suitability of a certain cosmetic brand that suits their needs. Based on data [4], it shows that the 7 rankings of the most users of cosmetic brands in Indonesia in 2022 are dominated by local brands. The most popular cosmetic brands in Indonesia are Wardah, Emina, Makeover, Somethinc, Purbasari, Y.O.U Cosmetics, and the last rank is Dear Me Beauty.

Dear Me Beauty ranks last with 11% and falls behind the current trending cosmetic brand Somethinc with 18%, which ranks fourth. Every brand should pay attention to the details when making its marketing strategy. This is done to reach its consumers so as not to lose competitors because the cosmetic brands have already circulated a lot in the market, especially local brands. According [5] brands are not just names or distinguishing from competitors, but brands become definers of advantage in competing with more known by consumers.

Dear Me Beauty is a local brand that has been around since 2017. Dear Me Beauty has made a variety of cosmetic products, from makeup to skincare, that have been certified by BPOM and have been tested. This brand is known by consumers as a brand that often innovates by creating new products through collaboration with food and beverage brands, or F&B brands. (Food and Beverage). Dear Me Beauty has the tagline #LocalsBetterTogether, which means to strive for innovation by developing the best products alongside other local brands to compete globally. Some of the collaborations were made by Dear Me Beauty X KFC, Dear My Beauty X Yupi, Dear Me Beauty X Nissin Wafers, Dear Me Beauty X Sasa, Dear Me Beauty X Chatime, and Dear Me Beauty X Buavita. The Dear Me Beauty innovation is called Co-Branding because it aims to expand consumer market share by attracting consumer attention to the F&B brand of unique packaging.

Dear Me Beauty always puts the quality of its products ahead and often innovates products. One of Dear Me Beauty's products was awarded by Sociolla in 2023, the lip tint serum product. The innovation that Dear Me Beauty is doing is updating the formula and re-packaging.

2.   Literature

2.1   Product Quality

According to [6] product quality is the ability of a brand to communicate product functions, this includes durability, reliability, accuracy, ease of operation, and product repair. Product quality is important for companies, because if the quality of the product does not match the needs of consumers, they will lose trust and do not want to buy the product again. Cosmetic companies always provide a guarantee of quality products by checking every ingredient used, the production process, and after the product is finished. This aims to provide assurance to consumers, that the products made by the company have met the standards and have benefits that can meet consumer needs [7].

2.2   Product Innovation

Innovation is a uniqueness that exists in a product to make consumers interested in the innovation of the product [8]. Innovation is not only creating new products or evaluating old products, but companies also need to innovate employees in order to be able to handle consumer complaints well [9].

2.3   Consumer Satisfaction

Consumer satisfaction is the feeling of consumers when using a product from the assessment of product performance and consumer expectations for a product, which creates feelings of happiness and disappointment [10]. Consumer satisfaction is a consumer response in assessing a product or service from its features that can create a level of satisfaction when consuming products that are in accordance with consumer needs [11]. Consumer satisfaction assessment is based on consumer needs for expectations in the performance of a product received by consumers [12].

2.4   Hypothesis

Hypotheses are used to solve problems in research with independent variables and dependent variables. The following are the hypotheses in this study.

1.   H1: Product Quality Dear Me Beauty have a significant impact on Consumer Satisfaction.

1.   H2: Product Innovation Dear Me Beauty have a significant impact on Consumer Satisfaction.

2.   H3: Product Quality and Product Innovation Dear Me Beauty have a significant impact on Consumer Satisfaction.

3.   Methods

The research method used in this study is associative research that is causal or cause-and-effect from variable relationships. The author uses 2 independent variables, namely Product Quality (X1) and Product Innovation (X2), while the dependent variable is Consumer Satisfaction (Y). The following is a description of the variable indicators in this research.

Table 1. Operasional Research Variabels

Variable	Indicator	Explanation
Product Quality (X1) (Tjiptono, 2015)	1. Performance 2. Product Feature 3. Reliability 4. Durability 5. Appropriate specifications 6. Aesthetics	racteristics of basic information of the product and benefits of the product porting characteristics of the product that differ from competitors Products that are mainstay products for consumers Product durability Appropriate product characteristics, with pre-set standards The look, feel, and related to the product
Product Innovation (X2	1. New Products 2. Packaging 3. Redesign	Results from the evaluation of old products to improve the quality of the product or new ideas of the product The product has a nice finish Changing features in old products by creating new features that meet consumer needs
Consumer Satisfaction (Y) (Riu, Udayanan, & Hutami, 2023)	1. Re-Purchase 2. Creating the Word Of Mouth 3. Creating a Brand Image	Consumers make repeat purchases on a product Promotion by giving recommendations to others about a product Consumers who are satisfied with brands that have a good brand image

Variable	Indicator	Explanation
	4. Creating satisfaction in purchasing	Consumers feel satisfied with good service when they are buying products
	5. Satisfaction with a product	
		Consumers feel satisfied with a product

This research uses 100 sample respondents in the Greater Jakarta area who are in accordance with certain characteristics, which have been determined by the author. The author used quantitative methods and research data using questionnaires with a Likert scale scoring system which is 4 scores, the score was 1 strongly disagreed, 2 disagreed, 3 agreed, 4 strongly agreed. Meanwhile, data processing uses SPSS version 25. In this study, the author tested data on quality test, classical assumption test, multiple linear regression test, hypothesis test, and determination coefficient (R^2) test.

4. Results

4.1 Classical Assumption Test

4.1.1 Normality Test

One-Sample Kolmogorov-Smirnov Test	
Asymp. Sig. (2-tailed)	.003[c]
Exact Sig. (2-tailed)	.141

Source: Primary data processed in 2024

The results of the normality test using Asymptotic obtained a significance value of 0.003 < 0.05 which indicates abnormal data. In the normality test, there are 3 approaches, namely asymtotic which has been defaulted by SPSS, Monte Carlo, and Excact. The author uses the Excact approach in testing normal data or not. The results of the normality test obtained a significance value of 0.141 > 0.05 which indicates that the research data is normally distributed.

4.1.2 Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Kualitas Produk (X1)	.454	2.202
Inovasi Produk (X2)	.454	2.202

Source: Primary data processed in 2024

Based on the results of the multicollinearity test of the independent variables of product quality (X1) and product innovation (X2), a VIF value of 2,202 < 10 and an independent variable tolerance value of 0.454 > 0.1 were obtained which showed that there was no multicollinearity or relationship between independent variables.

4.1.3 Heterogeneity Test

Variabel	Sig.
Product Quality (X1)	.068
Product Innovation (X2)	.057

Source: Primary data processed in 2024

Based on the results of the multicollinearity test of the independent variables of product quality (X1) and product innovation (X2), a VIF value of 2,202 < 10 and an independent variable tolerance value of 0.454 > 0.1 were obtained, which showed that there was no multicollinearity or relationship between independent variables.

4.2 Multiple Linear Regression Test

Multiple linear regression is a test used to determine the relationship between two or more independent variables on dependent variables, which is explained through multiple linear regression equations). The following is the equation of multiple linear regression:

Variabel	Unstandardized Coefficients B
(Constant)	2.124
Kualitas Produk	.287
Inovasi Produk	.684

Source: Primary data processed in 2024

$$Y = a + b\,X1 + b\,X2 + e$$

$$Y = 2.124 + 0{,}287\,X1 + 0{,}684\ X2 + e$$

The above interpretation of the equation explains the following.

1. The constant value or α value is a constant value of the dependent variable, namely consumer satisfaction (Y) which has a positive value of 2,124. If assumed the value of each independent variable is 0.

2. The value of the coefficient in the product quality variable (X1) is 0.287 which means, if the product quality (X1) increases by 1 unit, it will cause consumer satisfaction (Y) to increase by 0.287, assuming the other variable has a fixed value.

3. The coefficient value in the product innovation variable (X2) is 0.684 which means, if product innovation (X2) increases by 1 unit, it will cause consumer satisfaction (Y) to increase by 0.684, assuming the other variable has a fixed value.

4.3 Uji Hipotesis
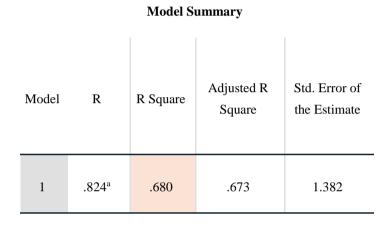
4.3.1 Partial Test (T-Test)

The results of the partial test using SPSS version 25 obtained a t-value from the product quality variable (X1) of 3,753, with a significance value of $0.000 < 0.05$ which indicates that H1 is accepted, namely product quality (X1) has a positive and partially significant effect on consumer satisfaction (Y).

The results of the partial test using SPSS version 25 obtained a t-test value from the product innovation variable (X2) obtained a t-value of 6,562, with a significance value of $0.000 < 0.05$ which indicates that H2 is accepted, namely product innovation (X2) has a positive and partially significant effect on consumer satisfaction (Y).

4.3.2 Simultaneous Tests (F or ANNOVA Test)

The results of the simultaneous test using SPSS version 25 obtained an F value of 102,961 and a significance value of $0.000 < 0.05$. This shows that H3 is accepted, namely product quality (X1) and product innovation (X2) have a positive and significant effect simultaneously on consumer satisfaction (Y).

4.4   Koefisien Determinasi (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824[a]	.680	.673	1.382

a. Predictors: (Constant), Product Quality, Product Innovation

Source: Primary data processed in 2024

Based the results of the determination coefficient test obtained an R- Square (R2) value of 0.680 or 68 %. This explains that the independent variables, namely product quality (X1) and product innovation (X2), have an effect of 68% on consumer satisfaction (Y), while the remaining 32% are influenced by other factors besides the independent variables used by the researcher.

5.   Discussion

5.1   The effect of product quality on consumer satisfaction

Based on the results of the partial hypothesis test, it shows that there is an influence of product quality on consumer satisfaction in the Greater Jakarta area. The results of the partial hypothesis test obtained a sig value of $0.000 < 0.05$ which means it has a significant influence and a t value of 3,753, which is product quality has a positive effect on consumer satisfaction. Influential positively stated that if the quality of Dear Me Beauty products gets better, it will increase consumer satisfaction in the Greater Jakarta area, and vice versa.

5.2 The Effect of Product Innovation on Consumer Satisfaction

Based on the results of the partial hypothesis test, it shows that there is an influence of product innovation on consumer satisfaction in the Greater Jakarta area. The results of the partial hypothesis test obtained a sig value of 0.000 < 0.05 which means it has a significant influence and a t value of 6,562, namely product innovation has a positive effect on consumer satisfaction. Influential positively states that if Dear Me Beauty product innovation gets better, it will increase consumer satisfaction in the Greater Jakarta area, and vice versa.

5.3 The Influence of Product Quality and Product Innovation on Consumer Satisfaction

Based on the results of simultaneous hypothesis tests or ANNOVA tests and R-Square tests shows that there is an influence of product quality and product innovation simultaneously on consumer satisfaction in the Greater Jakarta area. The results of the simultaneous hypothesis test obtained a sig value of 0.000 < 0.05 which means it has a significant influence and an F value of 102,961, namely product quality and product innovation have a simultaneous effect on consumer satisfaction. In addition, the results of the R-Square test get a value of 0.68 or 68%, which means that product quality and product innovation have a joint influence of 68% on consumer satisfaction. This shows that the two independent variables of product quality (X1) and product innovation (X2) can affect consumer satisfaction (Y). Dear Me Beauty needs to find out other factors that can affect consumer satisfaction, to create high consumer satisfaction in consumers and ultimately consumers are loyal to the brand.

6. Conclusion and Recommendations

This research aims to test whether product quality and product innovation have a significant impact on Dear Me Beauty consumer satisfaction in Greater Jakarta. The results of the study concluded that these two variables have a positive and significant influence on Dear Me Beauty consumer satisfaction.

1. Product quality (X1) has a positive and significant influence on customer satisfaction (Y) Dear Me Beauty in the Greater Jakarta area

2. Product innovation (X2) has a positive and significant influence on consumer satisfaction (Y) Dear Me Beauty in the Greater Jakarta area

3. Product quality (X1) and product innovation (X2) have a positive and significant influence on customer satisfaction (Y) Dear Me Beauty in the Greater Jakarta area

4. Product quality (X1) and product innovation (X2) have an influence of 68% on customer satisfaction (Y) Dear Me Beauty in the Greater Jakarta area, the rest is influenced by other factors that can affect consumer satisfaction, namely 32%

Based on the results of the research, the author provides recommendations for Dear Me Beauty, namely by improving the quality of products in improving the skin barrier, so that Dear Me Beauty becomes a mainstay brand for consumers in improving the skin barrier. In addition, Dear Me Beauty needed to create new products that were different from competitors. This needs to be done to create consumer satisfaction which in the end consu[1]mers are loyal to the brand.

The conclusion contains the relationship between research objectives and research results. The conclusion also contains opportunities for developing research results or further research. In addition, this section should explain the managerial implications of the research.

References

1. Wisnubrata, "Seperti Apa Tren Kecantikan di Indonesia pada Tahun 2023," Kompas.com, 2023. https://lifestyle.kompas.com/read/2023/02/07/111401620/seperti-apa-tren-kecantikan-di-indonesia-pada-tahun-2023#google_vignette.

2. Administrator, "Kinclong Industri Kosmetik Tanah Air," Indonesia. GO.ID, 2024. https://indonesia.go.id/kategori/editorial/7984/kinclong-industri-kosmetik-tanah-air?lang=1.

3. Jakpat, "2022 Beauty Trends - Jakpat Survey Report 2022," 2022. [Online]. Available: https://blog.jakpat.net/2022-beauty-trends-jakpat-survey-report-2022/.

4. D. Angelia, "7 Merek Kosmetik Lokal Paling Banyak Digunakan Di Indonesia 2022," GoodStats, 2022. https://goodstats.id/article/7-merek-kosmetik-lokal-paling-banyak-digunakan-di-indonesia-2022-36qU3.

5. W. Suntoro and Y. B. R. Silintowe, "Analisis Pengaruh Pengalaman Merek, Kepercayaan Merek, dan Kepuasan Merek terhadap Loyalitas Merek," Maneggio J. Ilm. Magister Manaj., vol. 32, no. 1, pp. 25–41, 2020, [Online]. Available: http://ojs.uajy.ac.id/index.php/modus/article/view/3194.

6. Ali Imron and Rizka Ariyanti, "The Influence Of Service Quality, Customer Relationship Management (CRM) And Brand Image On Customer Loyalty With Customer Satisfaction As An Intervening Variable," Int. Conf. Digit. Adv. Tour. Manag. Technol., vol. 1, no. 1, pp. 103–117, 2023, doi: 10.56910/ictmt.v1i1.54.

7. E. J. Tjahjono, L. Ellitan, and Y. I. Handayani, "Product Quality and Brand Image Towards Customers' Satisfaction Through Purchase Decision of Wardah Cosmetic Products in Surabaya," J. Entrep. Bus., vol. 2, no. 1, pp. 56–70, 2021, doi: 10.24123/jeb.v2i1.4023.

8. Mey Enggane Limbongan and Novita Rante Paranduk, "The Effect of Location, Product Innovation, and Service Quality on Consumer Satisfaction (A Case Study on Café Maballo)," Proceeding Int. Conf. Econ. Bus., vol. 1, no. 2, pp. 51–58, 2022, doi: 10.55606/iceb.v1i2.112.

9. A. Y. Syariful, Saparso, and R. Lumbantobing, "The effect of product innovation and service quality on customer loyalty is mediated by customer satisfaction at PT KB Finansia Multifinance (Kredit plus) Tasikmalaya," Enrich. J. Manag., vol. 13, no. 1, pp. 596–611, 2023, doi: 10.35335/enrichment.v13i1.1303.

10. Y. Gunawan Wibowo, "Impact of Price, Product Quality, and Promotion on Consumer Satisfaction in Cosmetics and Skincare," J. Econ. Financ. Manag. Stud., vol. 04, no. 07, pp. 978–986, 2021, doi: 10.47191/jefms/v4-i7-11.

11. A. T. Lestari and K. Iskandar, "Pengaruh Kualitas Pelayanan dan Kualitas Produk terhadap Kepuasan Konsumen Bank BTN Cabang Tegal," J. Econ. Manag., vol. 2, no. 1, pp. 1–9, 2021, doi: 10.46772/jecma.v2i1.513.

12. I. T. Dianamurti and D. Damayanti, "Harga, Kualitas Produk, Kualitas Pelayanan, dan Promosi Penjualan Terhadap Keputusan Pembelian Konsumen di Matahari Plaza Ambarrukmo Yogyakarta Yang Dimediasi Oleh Kepuasan Konsumen," ASSET J. Manaj. dan Bisnis, vol. 6, no. 1, 2023, doi: 10.24269/asset.v6i1.7336.