



Customer Satisfaction: The Influence of Promotion, Price Perception, Product Quality, Review Products, and Word of Mouth

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Abstract

Kahf is a skincare brand that offers a range of products specifically formulated for men. This study was conducted to evaluate the influence of promotions, price perception, product quality, product reviews, and word of mouth on customer satisfaction of Kahf skincare products in Jember Regency. This research was motivated by the high level of competition in the skincare industry, which requires companies to better understand the factors that influence customer satisfaction. The research approach used was quantitative, with data collected through distributing questionnaires to customers who had made at least two purchases. Data analysis was conducted using multiple linear regression methods. The research findings indicate that price perception and product quality do not have a partial effect on customer satisfaction. Meanwhile, promotions, product reviews, and word of mouth do affect customer satisfaction. And all five variables simultaneously influence customer satisfaction. These results provide insights for similar companies in determining appropriate and competitive marketing strategies.

Keywords: Promotion, Price Perception, Product Quality, Product Review, Word of Mouth, Customer Satisfaction

1. Introduction

The skincare industry in Indonesia has experienced significant growth in recent years. Along with the increasing youth population and public awareness of the importance of maintaining appearance and skin health, the national beauty industry has also grown, giving rise to numerous local cosmetic brands. The trend of using local products also indicates increasing product quality, enabling them to compete with various international brands (Limanseto, 2024).

Based on projections from the Central Statistics Agency (BPS), Indonesia's population has reached 279 million, with 137.9 million women. This large female population presents a significant opportunity for beauty cosmetics manufacturers. Indonesia represents a significant market share in the beauty cosmetics industry, particularly for facial skincare (Cahyaningtyas & Wijaksana, 2021).

The skincare industry in Indonesia is showing significant growth, with revenue reaching USD 8.09 billion in 2023 and projected to increase to USD 9.17 billion in 2024, as beauty product use is now dominated not only by women but also by men. Local cosmetic brands targeting the male market are emerging, responding to this changing societal trend. The growth of men's cosmetics in Indonesia in 2024 is an interesting phenomenon to observe. This demonstrates that the concept of masculinity continues to evolve, and self-care is no longer solely a women's monopoly. With the increasing choice of products and information available, it is hoped that this trend will continue, and more Indonesian men will feel comfortable taking care of themselves (Haddy, 2025).

Although some consider men using skincare taboo, a growing number of men are now concerned about their facial skin and are willing to purchase and use skincare products. A Jakpat survey of 1,708 Indonesian respondents found that 38% were male, and it was found that men also desire healthy, glowing skin (Angelia, 2022). This phenomenon has driven the rapid growth of skincare use in Indonesia, as evidenced by the increasing use of skincare products every year. The trend of skincare use by men is a contributing factor to the rise in skincare consumption in Indonesia. Recognizing this, many companies have begun producing skincare products specifically for men.

According to Kahf data, the largest consumers of facial care products are those aged 15-25, or Generation Z. Generation Z is considered to have a higher awareness of self-care compared to

previous generations. The younger generation's concern for self-care is also evident in the results of a Euromonitor International survey conducted in June-July 2023 with 20,350 respondents. According to the survey, entitled "Voice of Consumer: Beauty Survey," the younger generation is seeking identity and confidence by exploring the world of beauty. There is significant demand for personal care and beard products for men. The survey also noted that more than 40 percent of men use face creams and moisturizers. They also use sunscreen, eye cream, facial serum, and facial oil (Gandhawangi, 2024).

Indonesia is a potential market for manufacturers involved in the cosmetics industry, both internationally and domestically. Skincare is a cosmetic product category that is already widespread in Indonesia. Based on researchers' observations, there are many skincare products offered, which consumers consider when choosing a product. The abundance of skincare products currently available in Indonesia is due to high consumer enthusiasm (Fauziah & Mubarak, 2019). Consumers must be careful in choosing and determining the type of skincare that is safe and suitable for them and does not cause side effects on the skin. Good skincare that is guaranteed in terms of safety and quality is skincare that is legal and registered with the Food and Drug Monitoring Agency (BPOM).

Successful cosmetics marketing can be seen from the number of repeat purchases consumers make when purchasing a particular skincare product compared to other skincare products. In such a fast-paced business world, marketing is a crucial strategic factor for company growth. One of the key factors in generating sales is quality (Nasution et al., 2021). Strong desires and needs can generate consumer interest in a product.

PT Paragon Technology is a skincare company in Indonesia that introduced its newest product called Kahf in 2020. This Kahf brand is a skincare product specifically for men that can address men's skin problems according to their skin type. Kahf comes with a range of products formulated specifically for men, ranging from facial wash, body wash, perfume, hair care, beard care, and deodorant (Saputra et al., 2024). In 2022, based on the results of a survey released by *compas.co.id*, Kahf managed to rank second in sales of best-selling facial cleansers with sales volume reaching 16.9% for the period 1-15 May 2022 (Wiwaha, 2022). The Kahf products that are the best-selling in the men's facial cleanser category are Kahf Oil and Acne Care Face Wash.

Jember Regency is often referred to as the City of Education, as it is home to numerous universities, both state and private. Jember is also one of the centers of education in East Java, alongside Surabaya and Malang. Campuses in Jember include universities, institutes, and academies (Liyapwkwuniversitassjember, 2022). Therefore, the large number of students in Jember Regency presents significant opportunities for various skincare brands, while also facing stiff competition from both local and international brands.

Kahf has significant growth potential, but with intense competition from established men's skincare brands with high-quality products, Kahf needs to develop a more effective marketing strategy to prevent undesirable outcomes, such as declining sales. Each competitor has distinct advantages and marketing strategies, making the Indonesian men's skincare market increasingly dynamic and attractive. Kahf's Indonesian skincare competitors, which also focus on men's care products, include Garnier, Pond's, Nivea, MS Glow, Clorismen, Vaseline, Biore, Erha, and Ustara. These brands offer a variety of products aimed at meeting men's skincare needs (Wiwaha, 2022).

Hypothesis

Hypothesis on the promotion variable and customer satisfaction. The findings from research conducted by Maharani et al. (2022), Wulandari et al. (2021), and Marpaung et al. (2020) indicate that promotion has an influence on customer satisfaction. Therefore, the hypothesis that can be formulated is H1: It is suspected that promotion has a partial effect on customer satisfaction. After the analysis was conducted, it was concluded that H1 is accepted, which means that promotion has a partial influence on customer satisfaction.

Hypothesis on the price perception variable and customer satisfaction. The results from studies by Isnaini (2025), Maharani et al. (2022), and Wulandari et al. (2021) show that price perception influences customer satisfaction. Thus, the hypothesis that can be formulated is H2: It is suspected that price perception has a partial effect on customer satisfaction. After the analysis was conducted, it was concluded that H2 is rejected, indicating that price perception does not have a partial influence on customer satisfaction.

Hypothesis on the product quality variable and customer satisfaction. Research conducted by Isnaini (2025), Agriawan and Rahmi (2025), Jannah (2024), Jati (2024), Setyawati (2024), Samiaji et al. (2024), Maharani et al. (2022), and Wulandari et al. (2021) demonstrates that product quality affects customer satisfaction. Therefore, the hypothesis that can be formulated is H3: It is suspected

that product quality has a partial effect on customer satisfaction. After analysis, it was concluded that H3 is rejected, meaning that product quality does not have a partial effect on customer satisfaction.

Hypothesis on the product review variable and customer satisfaction. The studies by Agriawan & Rahmi (2025), Syahyudi & Wasiman (2024), and Samiaji et al. (2024) reveal that product reviews influence customer satisfaction. Therefore, the hypothesis that can be formulated is H4: It is suspected that product reviews have a partial effect on customer satisfaction. Following analysis, it was concluded that H4 is accepted, which means that product reviews partially affect customer satisfaction.

Hypothesis on the word of mouth variable and customer satisfaction. Research by Ulhaq et al. (2024), Setyawati (2024), and Jannah (2024) confirms that word of mouth influences customer satisfaction. Accordingly, the hypothesis that can be formulated is H5: It is suspected that word of mouth has a partial effect on customer satisfaction. After conducting the analysis, it was concluded that H5 is accepted, indicating that word of mouth partially influences customer satisfaction.

Hypothesis on promotion, price perception, product quality, product review, and word of mouth simultaneously influencing customer satisfaction. Based on previous studies, it has been found that the variables of promotion, price perception, product quality, product review, and word of mouth all influence customer satisfaction simultaneously. Therefore, the hypothesis that can be formulated is H6: It is suspected that promotion, price perception, product quality, product review, and word of mouth simultaneously influence customer satisfaction. After the analysis was conducted, it was concluded that H6 is accepted, meaning that these five variables collectively influence customer satisfaction.

2. Methods

This research was conducted in Jember Regency from March to June 2025, focusing on Kahf skincare. The population was Kahf skincare customers in Jember City (Sumbersari, Patrang, and Kaliwates Districts). A sample of 60 respondents (Roscoe) was selected using purposive sampling and cluster random sampling techniques. This research is a quantitative study.

The variables identified in this study are promotion variables, price perception, product quality, product reviews, and word of mouth as independent (free) variables, while the customer satisfaction variable is the dependent (bound) variable.

Data processing methods in this study include using validation tests, reliability tests, normality tests, heteroscedasticity tests, multicollinearity tests, multiple linear regression analysis, coefficient of determination analysis, t-tests, and F-tests.

3. Results and Discussion

Category	Information	Amount	Percentage
Age	17 years old	1	1,67%
	18 years old	1	1,67%
	19 years old	2	3,33%
	20 years old	7	11,67%
	21 years old	11	18,33%
	22 years old	21	35%
	23 years old	7	11,67%
	24 years old	6	10%
	25 years old	1	1,67%
	26 years old	2	3,33%
	28 years old	1	1,67%
Purchase Frequency	2 – 4 times	39	65%
	5 – 7 times	13	21,67%
	> 7 times	8	13,33%
Address	Kaliwates	20	33,33%
	Patrang	20	33,33%
	Sumbersari	20	33,33%

Table 1. Descriptive Analysis of Respondents
Source: Data Processed 2025

The largest age group making purchases is 22 year olds, accounting for 35%. This data indicates that the majority of Kahf skincare customers are young people, commonly known as Gen Z. The data shows that the majority of respondents, 65%, purchased Kahf skincare products 2-4 times, which can be interpreted as a sign of loyalty even though customers do not have sufficient shopping experience. By taking a sample of 33% (20 respondents) from each sub-district in Jember City, it is hoped that the results will be representative of the population in Jember Regency.

Variables	Indicator	r count	Cronbach's Alpha
Promotion	Message	0,787	0,725
	Media	0,776	
	Time	0,852	
Price Perception	Fairness	0,675	0,778
	Accuracy	0,762	
	Policy	0,760	
	Change	0,698	
	Reception	0,746	
Product Quality	Characteristics	0,710	0,732
	Reliability	0,671	
	Resilience	0,773	
	Accuracy	0,674	
	Design	0,646	
Review Product	Suitability	0,754	0,651
	Understanding	0,755	
	Cookie fan	0,793	
Word of Mouth	Will	0,805	0,722
	Recommendation	0,886	
	Encouragement	0,705	
Customer Satisfaction	Suitability	0,700	0,654
	Repurchase	0,794	
	Recommendation	0,731	

Table 2. Validity Test Results
Source: Data Processed 2025

Degrees of Freedom (Df)= $n-2 = 58$, significance level 0.05 (5%) then $r_{table} = 0.2542$. From each question item in each variable, the calculated r value is greater than the table r , so it can be concluded that the data obtained is valid. According to Sugiyono (2024:130), an instrument is considered reliable if the Cronbach's alpha value reaches 0.6 or more. From the table above, it can be concluded that the questionnaire is reliable.

Mark Kolmogrov Smirnov	Information
0,879	Normally distributed

Table 4. Normality Test Results
Source: Data Processed 2025

A significance value of 0.879 was obtained, which is greater than 0.05. Therefore, it can be concluded that the residual value has a normal distribution.

Variables	Tolerance	VIF
Promotion	0,594	1,685
Price Perception	0,588	1,702
Product Quality	0,495	2,018
Review Product	0,576	1,736
Word of Mouth	0,736	1,359

Table 5. Multicollinearity Test Results
Source: Data Processed 2025

The data shows that all independent variables have tolerance values greater than 0.10 and VIF values less than 10.00. Therefore, there is no multicollinearity in the regression.

Variables	Sig.	Information
Promotion	0,211	There is no heteroscedasticity
Price Perception	0,592	There is no heteroscedasticity
Product Quality	0,868	There is no heteroscedasticity
Review Product	0,956	There is no heteroscedasticity
Word of Mouth	0,857	There is no heteroscedasticity

Table 6. Heteroscedasticity Test Results

Source: Data Processed 2025

Based on the Glejser method, if the significance value is greater than 0.05 then heteroscedasticity does not occur.

Variables	B
Constant	2,868
Promotion	0,238
Price Perception	0,062
Product Quality	-0,007
Review Product	0,201
Word of Mouth	0,279

Table 7. Results of Multiple Linear Regression Analysis

Source: Data Processed 2025

If a variable has a positive regression coefficient, it indicates a directional effect, meaning that if the independent variable improves, the dependent variable will also improve. Meanwhile, a variable with a negative regression coefficient indicates an opposite effect.

R Square	Adjusted R Square
0.604	0.568

Table 8. Results of the Determination Coefficient Analysis

Source: Data Processed 2025

The adjusted R Square value was 0.568 (56.8%). This means that the independent variables in this study were able to explain the variance in the regression model and contributed 56.8%. The remaining 43.2% was explained by variables other than the independent variables in this study, such as shopping experience, brand image, product innovation, halal labels, and other variables previously examined in previous research.

Variables	t count	t table	Sig.	Hypothesis
Promotion	2,465	2,00488	0,017	Accepted
Price Perception	1,010	2,00488	0,317	Rejected
Product Quality	-0,099	2,00488	0,922	Rejected
Review Product	2,124	2,00488	0,038	Accepted
Word of Mouth	4,107	2,00488	0,000	Accepted

Table 9. Results of the t-Hypothesis Test (Partial)

Source: Data Processed 2025

Degrees of Freedom (Df) = $n - k - 1 = 60 - 5 - 1 = 54$, significance level 0.05 (5%) then $t_{table} = 2.00488$. The variables for promotion, product reviews, and word of mouth had a calculated t-value greater than the table t-value and a significance value less than 0.05, indicating an effect. Meanwhile, the variables for price perception and product quality had no effect.

F Count	F Table	Sig.
16,486	2,39	0,000

Table 10. Results of F-Hypothesis Test (Simultaneous)

Source: Data Processed 2025

Degrees of Freedom (Df) = $n - k - 1 = 60 - 5 - 1 = 53$, significance level 0.05 (5%) then F table = 2.00488. Because the calculated F value is greater than the F table value, and the significance value is greater than 0.05, then simultaneously the promotion, price perception, product quality, product reviews, and word of mouth variables have an effect on customer satisfaction.

1. Promotion

The study confirms that promotion has a significant partial effect on customer satisfaction. Among the promotional indicators, the use of media stands out as the most influential, particularly when aligned with customer characteristics—especially younger consumers. This demographic is highly responsive to attractive offers such as discounts and product bundling, which enhance the perceived value of their purchase. Effective and well-targeted promotion not only encourages purchases but also fosters positive experiences and strengthens brand loyalty. For maximum impact, companies should ensure that promotional messages are clear, honest, timely, and delivered through relevant channels to align expectations and increase satisfaction.

2. Price Perception

Despite customers perceiving the pricing as fair and affordable, the results indicate that price perception does not significantly influence customer satisfaction. This outcome suggests that price is not a major factor in the satisfaction of younger customers, who tend to prioritize brand image, trends, and peer recommendations over cost. Additionally, the moderate purchase frequency suggests limited customer-product interaction, which may hinder the development of a strong price-value perception. While fair pricing should still be maintained, companies should focus more on enhancing brand experience and offering added value to drive satisfaction.

3. Product Quality

Contrary to prior studies, product quality was not found to significantly affect customer satisfaction in this context. This may be due to customers perceiving product quality as a basic standard rather than a differentiating factor. The most notable quality indicator was product packaging design, highlighting the importance of visual appeal. However, functional aspects like reliability, durability, and accuracy in specifications were not major considerations, particularly since most respondents were still in the early stages of trying the product (2–4 purchases). As a result, companies need to explicitly communicate product quality and consistently deliver high performance to shape stronger quality perceptions.

4. Product Reviews

Product reviews show a significant and positive effect on customer satisfaction. Younger consumers, who are active on social media and digital platforms, highly rely on reviews before making purchasing decisions. Reviews that are easy to understand, authentic, and reflect actual experiences help set realistic expectations and improve satisfaction post-purchase. Credibility of the review source also plays a crucial role; trusted reviewers increase customer confidence and satisfaction. Businesses should encourage satisfied customers to leave reviews, respond positively to feedback, and leverage this user-generated content to continuously improve products and services.

5. Word of Mouth

Word of mouth (WOM) significantly contributes to customer satisfaction. The strongest indicator is the willingness of customers to recommend the product to others. Recommendations, especially from trusted friends or family, help form positive expectations and foster purchase confidence. For younger consumers who are socially connected, positive experiences are often shared both offline and online, enhancing the brand's reputation and influencing others' decisions. WOM creates a self-reinforcing cycle: satisfied customers share their stories, attracting new customers and amplifying overall satisfaction. To support this, companies should deliver outstanding experiences, exceed expectations, and implement referral programs or rewards for those who spread positive word of mouth.

4. Conclusion

Based on the results of research on the influence of promotion, price perception, product quality, product reviews, and word of mouth on customer satisfaction of Kahf skincare in Jember Regency, it can be concluded that partially the variables of promotion, product reviews, and word of mouth have a positive and significant influence on customer satisfaction. In contrast, the variables of price perception and product quality have no effect. Although partially not all variables show a significant influence, but simultaneously or together, the five variables promotion, price perception, product quality, product reviews, and word of mouth have an effect on customer satisfaction. This shows that

these factors remain important in shaping satisfaction for Kahf skincare customers in Jember Regency

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