



## ANALYSIS OF FACTORS AFFECTING CUSTOMER SATISFACTION WITH MS GLOW SKIN CARE IN KOTA TEBING TINGGI

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### ABSTRACT

The research method used is the method of qualitative data and quantitative data. While the data used is primary data. The results of testing the first hypothesis proposed stated that Variables of Service Quality (X1) have an effect to the Customer Satisfaction variable (Y). The second hypothesis put forward states that Product Quality variable (X2) has an effect to the Customer Satisfaction variable (Y). The third hypothesis put forward states that Promotion variable (X3) has an effect to the Customer Satisfaction variable (Y). The fourth hypothesis put forward states that Service Quality Variable (X1), Variable Product quality (X2), and Promotion (X3) have a significant effect together (simultaneously) on the Customer Satisfaction Variable (Y). Given the business world that continues to move according to its era, it is far-reaching for entrepreneurs to carry forward to come around consequence superiority and accommodation superiority in promoting the consequences they produce. moreover, patronage actors are compulsory to be accomplished to accommodate each the be in want of of their consumers in progression to be accomplished to outlive in their business. MS phosphorescence kotars Tebing Tinggi is anticipated to come around the superiority of the consequences produced in progression to aggrandizement consumer fulfilment in victimisationing MS phosphorescence consequences.

**Keywords: Service quality, Product quality, Promotion and Customer Satisfaction**

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### 1. INTRODUCTION

Advances in science and technology have given birth to new innovations that can be found in various products. Consumers will take more selective actions in meeting their needs. To face a very competitive competition, every company must try hard to attract and win the sympathy of potential consumers so that they want to buy the products produced by the company. According to (Hasan, 2019), the condition that be required to be met by a corporation in progression to be extraordinary in the competitor is to make every effort to accomplish the destination of creating and retentive customers. Purchaser satisfaction (Fandy, 2014) is the consummation rejoinder from purchasers to a consequence or accommodation itself that has met the be in want of and apprehensions of customers. purchaser fulfilment is the commensurate of one's sense of touch subsequently comparing the detected accomplishment (performance or results) with their expectations. The detected determination of purchasing and victimisationing a consequence or accommodation on an contemporary justification which is in conformation with the expectations, wish for and be in want of of purchasers.

Companies should strive to build loyal customers, although loyalty will not be so strong that customers can resist the temptation of competing products that come to them with a stronger value proposition and can give customers everything they have now. plus other benefits (Kotler, P. & Keller, 2012). To win the competition, companies must design effective marketing strategies, including efforts to find new customers and retain existing customers. Retaining existing customers is a task that is not easy, because changes can occur at any time, both changes in customers such as tastes and changes in environmental conditions.

Ms Glow is one of the facial care products that has been recognized and widely used by the public. This product has a series of treatments ranging from skincare, bodycare and cosmetics which already have authorized agents and members throughout Indonesia. Ms Glow also has

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BPOM certification, is halal and has been clinically tested. Not only that, but this product also has beauty clinics that already exist in many city branches in Indonesia. For Ms Glow, beauty is not a mere gift, but rather a social choice, a cultural phenomenon, the result of individual and collective imagination, and technological innovation. Ms Glow's travel mission is not only centered on beauty, but rather understanding the benefits, the desire to continue to be better, to excel, to improve, to optimize nature's gifts,

Ms Glow has a strong commitment to technology, research and innovation, providing quality products for both women and men. Ms Glow is dedicated to the diversity of beauty throughout Indonesia. The Ms Glow brand covers the main beauty category, which is one of the good Ms Glow products where this product is useful for maintaining skin hydration and protecting from the sun which causes pigmentation of the skin. This product can also make skin look brighter instantly and permanently and increase skin moisture and elasticity. Its antioxidant content makes the skin stronger, healthier and looks brighter and glowing.

Some of the product advantages that Ms Glow has are not owned by competitors. For example, in terms of color and patented technology. So to get these advantages, consumers have to buy Ms Glow products (Wijaya, 2015). Ms. Glow routinely holds promotions for certain events, for example during New Year's celebrations, Chinese New Years, Valentine's Day, Ramadan, Lebaran, and other events. Promotions can be in the form of discounts, free products for certain purchases, angpau trees, gifts for every purchase in a certain amount, special member gifts and other promos. Currently, what attracts a woman's appearance is not only accessories that are the center of attention, but also facial skin and body posture. We know that human skin in Indonesia varies from white skin color, brown skin color and others, although in Indonesia brown skin color is more dominant, but not a few people in Indonesia are trying to have white skin with various colors. Her efforts include using a series of Skin Care products, consuming whitening supplements and so on. Even though good skin should be healthy skin, not white skin, but everything goes back to consumers (women and men) who need what kind of skin. According to the Indonesian Ministry of Industry,

Ms Glow is one of the local cosmetic brands (in Indonesia) that has a lot of fans (915 thousand followers) even though it has just been published. Cosmetics from Ms. Glow was inaugurated in 2013 which was founded by Shandy Purnamasari and Maharani Kemala with the vision of making it easier for everyone to take care of skin and health, both face and body. This Ms Glow product was first produced in Malang before finally being able to create a large and growing factory in Jakarta. Ms Glow is a cosmetic brand which stands for Magic Skin for Glowing. This Ms Glow product is a product that has been certified halal, certified by BPOM (Food and Drug Supervisory Agency) and which has definitely been clinically tested. Now, in the selection and use of cosmetics or skincare, consumers not only need products with good quality but also the security of halal labels, including comparisons of buying Muslim cosmetics. According to the Fatwa of the Indonesian Ulema Council No: 26 of 2013 concerning Halal Standards for cosmetic or skincare products and their use, one of the ingredients that are prohibited in the cosmetic industry are materials that are unclean and haram, such as products made from genetics such as pig genes, and it can be ascertained that This product from the Ms Glow brand is safe and not only for skin but body care as well. The main composition of this Ms Glow product includes Kojic dipalmitate, kojic acid, sulfur, vitamin C and others. Ms Glow provides three variants of skin problems, namely the whitening series which is formulated for dry and dull facial skin, the acne series for oily and acne-prone facial skin and also the ultimate series, which is to overcome facial wrinkles, prevent aging and anti-aging. In addition, Ms Glow is one of the Indonesian (local) cosmetic brands that won the award with a record of product sales of more than 2 million per month. acne series for oily and acne-prone skin and also the ultimate series, which is to treat wrinkles on the face, prevent aging and anti-aging. In addition, Ms Glow is one of the Indonesian (local) cosmetic brands that won the award with a record of product sales of more than 2 million per month. acne series for oily and acne-prone skin and also the ultimate series, which is to treat wrinkles on the face, prevent aging



and anti-aging. In addition, Ms Glow is one of the Indonesian (local) cosmetic brands that won the award with a record of product sales of more than 2 million per month.

Ms Glow has good sales data, in the first quarter to the fourth quarter it continued to increase, even though in the second quarter to the fourth quarter there were important events such as Eid al-Fitr, Christmas and New Year, where many customers became consumptive to support their appearance.

**Table 1.1**  
**Sales of MS Glow Products at Jalan Deblot Sundoro Branch Number 9**  
**Cliff High District in 2021-2022**

YEAR	SALES (Rp)
Quarter I (2021)	103,270,800
Quarter II (2021)	147,575,325
Quarter III (2021)	114,958,495
Quarter IV (202)	223.831.038
Quarter I (2022)	212,313,014

Source: Ms Glow Tebing Tinggi sales data

Table 1.1 shows the sales achieved by Ms Glow's products from 2020. As stated in Table 1.1, it can be seen that the sales generated by Ms. Glow's beauty products in the first quarter amounted to Rp. 103,270,800 then in the second quarter of Rp. 147,575,325 then the third quarter income of Rp. 114,958,495 and the fourth quarter of Rp 223,831,038 until 2021 experienced a decrease in the number of declines in the first quarter, this means that sales of MS Glo skincare products fluctuated every quarter.

The increase in market shares every year in this industry certainly attracts companies to continue to compete and this is a very good opportunity for business actors in this field.

The following is data on how important it is in the use of skincare:

**Figure 1.2**  
**Data on how important skincare is for women**



Source: Data processed by researchers

With the problems that women experience on their skin, women will usually seek and try everything such as doing a series of treatments for their skin and body so that the problems they experience can be resolved. From the data obtained, it is also found that as many as women shop for skin care regularly, once a month and there are people who admit that shopping for skin care at an uncertain time, uncertain here can be interpreted as shopping for skin care on a time scale that can be said to be frequent or infrequent.

Consumers will be satisfied if they get results that match their expectations, MS Glow will serve customers and try to satisfy customers with maximum results but gradually because the ingredients used by MS Glow use safe ingredients so that the results obtained are not immediately

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visible. but requires a process to get the expected results. Loyal and satisfied customers have an important role in maintaining the company's progress.

The following is data on the number of visitors who purchased MS Glow products at the official Ms Glow outlet, Jl. Deblot Sundoro No. 9 in 2022:

**Table 1.2**  
**Number of Visitors Daily and Monthly in 2022**

No	Year	Average Monthly Visitors	Number of Visitors Decrease	Percentage
1	February	110	-	-
2	March	122	-12	- 9.83%
3	April	131	- 9	- 6.87%
4	May	98	33	33.67%
5	June	104	- 6	- 5.76%
6	July	98	6	6.12%
7	August	114	- 16	- 14.03 %
8	September	109	5	4.58%

Source: MS Glow employees Jl. Deblot Sundoro No. 9

Based on the table above, it can be seen that the number of visitors to Ms Glow Jl. Deblot Sundoro No. 9 is fluctuating. In 2021, a significant decline occurred in April and June. The decrease in the number of visitors above also has an impact on the decline in purchasing decisions on MS Glow products Jl. Deblot Sundoro No. 9.

There are so many beauty products that have sprung up, making the market share even tighter in competing, Ms. Glow shows its existence in market competition. One way beauty companies such as Ms.Glow products see customer satisfaction. Customer satisfaction with a product is based on certain factors. So in this study, these factors will be the research variables. There are various factors that affect customer satisfaction Ms.Glow products, including customer satisfaction. With good customer satisfaction in accordance with the benefits and supported by continuous promotions, of course, Ms.Glow's products will be preferred by customers. According to (Amir, 2012) reveals several factors that influence customer satisfaction according to several experts, namely, Service, Product Quality, Price and Promotion.

## 2. LITERATURE REVIEW

### 2.1 Customer satisfaction

According to Bahrudin, M., and Zuhro, S. (2016), customer satisfaction is an evaluation of choices caused by certain purchasing decisions and acquaintance in victimisation or overwhelming artifacts or services. on the authority of Zulian Yamit (2016: 70) "Customer fulfilment is a person's motor response of feeling or dissatisfaction that arises subsequently comparing the accomplishment (result) of the consequence that is contemplation to the anticipated accomplishment (or result).

### 2.2 Service quality

According to Arianto (2018) qualityService Quality can be interpreted as focusing on buzz session the be in want of and requirements, extremely as on timing to accommodate purchaser expectations. on the authority of Kasmir (2017) the superiority of accommodation superiority is characterized as an circumstance or circumstance of a individual or administration aiming to supply fulfilment to purchasers or staff member.

### 2.3 Product quality

According to Arumsari (2012) that product quality is the constituents contained in an particular or determination that occasions the artifacts or consequences to equivalent the



determination of the artifacts produced. on the authority of Ernawati (2019) that consequence superiority is a far-reaching factor that pressures every customer's determination to invest in a consequence.

## 2.4 Promotion

According to Laksana (2019) "promotion is a indication fromsellers and purchasers who or literary draw nigh from the hold together enlightenment that directs to modification the dispositions and deportment of buyers, who antecedently did not be acquainted to be remodelled confidential so that they be remodelled purchasers and all the more have memories the product. on the authority of Alma in (Wulandari, 2016) interprets that: encouragement is a configuration of merchandising indication which is a merchandising sprightliness that search for to distribute data file consequence or prevail upon and cause to remember the justification marketplace of the corporation and its consequences to be enthusiastic to accept, invest in and be come through to the consequences offered. the corporation responsible.

## 3. RESEARCH METHODS

### 3.1 Types of research

Quantitative research according to(Sugiyono, 2017), is a evaluation disposition that accentuates the expression of mensuration objectively on collective phenomena. to gauge, each collective occurrence is described in many components of the disputed point variables and indicators. The determination of decimal evaluation is to recrudesce and application arithmetical working model theories or hypotheses accompanying to characteristic phenomena. The determination cognitive semantics is a fundamental belonging of decimal research, thanks to it fix up with provision a rudimentary data point between experiential examinations and the arithmetical manifestation of decimal relations.

### 3.2 Data source

Sources of data used in this study in the form of primary data fountainheads which were as the crow flies self-collected by researchers from the fundamental source. According to(Sugiyono, 2017)"Primary fountain-heads are collections fountain-heads that as the crow flies accommodate collections to collections collectors". influential collections fountain-heads buoy be in the configuration of point of view of subject-matters (people) one at a time or in groups, the consequences of examinations of an phenomenon (physical), circumstances or movements and evaluation consequences obtained as the crow flies from the contemporary fountain-head (not nailed down intermediary media).

### 3.3 Multiple linear regression

The analytical method used is a aggregate one-dimensional retrogression representation to influence the progression of the communication between the self-governing and drug-addicted variables if each changeable is unquestionably and negatively related the equalization.

## 4.DISCUSSION RESULT

### 4.1Normality test

Normality test directs to evaluation if in the retrogression model, the confounding or residuary variables chalk up a conventional apportionment (Ghozali, 2016).

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**Table 4.1. One Sample Kolmogorov Smirnov Test**

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			76
Normal Parameters, b	mean		,0000000
	Std. Deviation		1,34321013
Most Extreme Differences	Absolute		,087
	Positive		,087
	negative		-,067
Test Statistics			,087
asymp. Sig. (2-tailed)			,200c,d
Monte Carlo Sig. (2-tailed)	Sig.		,595e
	99% Confidence Interval	Lower Bound	,583
		Upper Bound	,608

a. Test distribution is Normal.  
 b. Calculated from data.  
 c. Lilliefors Significance Correction.  
 d. This is a lower bound of the true significance.  
 e. Based on 10000 sampled tables with starting seed 2000000.

Source: Processed data SPSS (2022)

It can be seen that the significance depletion (Monte Carlo Sig.) of each variable is 0. 595 If the significance is bounteous 0. 05, so the residuary depletion is normal, so it channels mark be completed that each variable are commonly distributed.

**4.2 Multicollinearity Test**

The multicollinearity test administers to consequence if there is a coefficient of augmentation between the independent variables in the transformation theatrical.

**Table 4.2. Multicollinearity Test Results**

Model		Coefficients <sup>a</sup>				Collinearity Statistics		
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5,640	2,504		2,253	,033		
	Quality_Service_X1	1,424	,271	1,790	5,247	,000	,103	9,700
	Quality_Product_X2	,222	,087	,281	2,556	0.017	,992	1.009
	Promotion_X3	1.168	,347	1,148	3,365	,002	,103	9,705

a. Dependent Variable: Customer\_Satisfaction\_Y

Source: Processed data SPSS (2022)

It can be seen that the tolerance value of the Service Quality variable (X1) is 0.103, the Product Quality variable (X2) is 0.992, and the Promotion variable (X3) is 0.103 where all of them are greater than 0.10 while the VIF value of the Service Quality variable (X1) is 9.700, Product Quality variable (X2) is 1.009, and Promotion variable (X3) is 9.705, each of which are smaller than 10. supported on the deliberation consequences in the sky it buoy be seen that the broad-mindedness depletion of each independent variables is in a higher-calibre course of action than 0. 10 and the VIF depletion of each independent variables is moreover smaller than 10 so that there is no coefficient of augmentation materialisation in the independent variables. So it channel mark be completed that there is no materialisation of multicollinearity between independent variables in the transformation theatrical.

**4.3 Heteroscedasticity Test**

The heteroscedasticity evaluation administers to valuation if from the transformation theatrical there is an unorthodoxy of complication from the residuals of characteristic interrogation to another interrogation.

**Table 4.3. Glejser Test Results**

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
		B	Std. Error	Beta	t		Tolerance	VIF
1	(Constant)	3,583	1,179		3,040	,003		
	Quality_Service_X1	-,112	0,046	-,344	-2,446	,117	,628	1,592
	Quality_Product_X2	-,022	0,046	-0,059	-,480	,632	,827	1,209
	Promotion_X3	0,015	0,057	0,040	,268	,789	,570	1,755

a. Dependent Variable: Abs\_Res

Source: Processed data SPSS (2022)

The results of the glejser test show that the sig value of the Service Quality variable (X1) is 0.117, the Product Quality variable (X2) is 0.632, and the Promotion variable (X3) is 0.789 where each deuce-ace are in a superior way than 0. 050 so it buoy be terminated that thither are no manifestations of heteroscedasticity.

#### 4.4 Multiple Linear Regression Test

Linear regression testing explicates the comparative relation of the personation of the independent iridescent on the strung-out iridescent.

Table 4.4. Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
		B	Std. Error	Beta	t		Tolerance	VIF
1	(Constant)	5,640	2,504		2,253	,033		
	Quality_Service_X1	1,424	,271	1,790	5,247	,000	,103	9,700
	Quality_Product_X2	,222	,087	,281	2,556	0,017	,992	1,009
	Promotion_X3	1,168	,347	1,148	3,365	,002	,103	9,705

a. Dependent Variable: Customer\_Satisfaction\_Y

Source: Processed data SPSS (2022)

Supported on these end result the one-dimensional retrogression equalization has the preparation:  $Y = b + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon_1$ , so that the equation is obtained:  $Y = 5,640 + 1,424X_1 + 0,222X_2 + 1,168X_3$

#### 4.5 Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination is euphemistic pre-owned to contemplate how all the more the self-governing changeable furnishes to the drug-addicted variable. The in a superior way the expenditure of the coefficient of determination, the more appropriate the qualification of the self-governing changeable to account for the drug-addicted changeable.

Table 4.5. Coefficient of Determination

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,464a	,215	,183	1,371	1,969

a. Predictors: (Constant), Promotion\_X3, Quality\_Product\_X2, Quality\_Service\_X1

b. Dependent Variable: Customer\_Satisfaction\_Y

Source: Processed data SPSS (2022)

It can be seen that the adjusted R square value is 0.183 or 18.3%. This shows that the variables of Service Quality (X1), Product Quality (X2) and Promotion (X3) can explain the Customer

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Satisfaction Variable (Y) of 18.3%, the remaining 81.7% (100% - 18.3%) explained by over-the-counter variables elsewhere this evaluation representation, such as brand image.

**4.6 Partial Test (t)**

The t statistic test is moreover established as the discriminating significance test. This valuation makes evident how indifference elsewhere the aftermath of the independent iridescent a trustworthy proportion on the strung-out iridescent.

**Table 4.6. Partial Test (t)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5,640	2,504		2,253	,033		
	Quality_Service_X1	1,424	,271	1,790	5,247	,000	,103	9,700
	Quality_Product_X2	,222	,087	,281	2,556	0.017	,992	1.009
	Promotion_X3	1.168	,347	1,148	3,365	,002	,103	9,705

a. Dependent Variable: Customer\_Satisfaction\_Y

Source: Processed data SPSS (2022)

- a. Hypothesis Testing the Effect of Service Quality Variable (X1) on Customer Satisfaction Variable (Y). From the description it can be seen that tcount (5,247) > t table (1.993), as well as the significance value of 0.000 < 0.05, it can be concluded that the first hypothesis is accepted, meaning Service Quality variable (X1) has an effect to the Customer Satisfaction variable (Y).
- b. Hypothesis Testing the Effect of Product Quality Variables (X2) on Customer Satisfaction Variables (Y). From this description it can be seen that tcount (2,556) > t table (1.993), as well as the significance value of 0.017 > 0.05, it can be concluded that the second hypothesis is accepted, meaning Product Quality variable (X2) has an effect to the Customer Satisfaction variable (Y).
- c. Hypothesis Testing the Effect of Promotional Variables (X3) on Customer Satisfaction Variables (Y). From this description it can be seen that tcount (3,365) > t table (1.993), as well as the significance value of 0.002 < 0.05, it can be concluded that the third hypothesis is accepted, meaning Promotion variable (X3) has an effect to the Customer Satisfaction variable (Y).

**4.7 Simultaneous Test (F)**

This test basically makes evident if each the independent variables included in this theatrical tally a spliff concatenation response on the strung-out iridescent.

**Table 4.7. Simultaneous Test (F)**

Model		ANOVAa				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37,105	3	12,368	6.581	,001b
	Residual	135,316	72	1,879		
	Total	172,421	75			

a. Dependent Variable: Customer\_Satisfaction\_Y

b. Predictors: (Constant), Promotion\_X3, Quality\_Product\_X2, Quality\_Service\_X1

Source: Processed data SPSS (2022)

- a. From this description it can be seen that Fcount (6.581) > Ftable (2.73), and a significance value of 0,001 < 0.05, it can be concluded that the third hypothesis is accepted, meaning



that Service Quality Variable (X1), Variable Product quality (X2), and Promotion (X3) have a significant effect together on the Customer Satisfaction Variable (Y).

## 5. CONCLUSION

Based on the consequences of evaluation and give-and-take in the preceding chapter, it may be terminated as follows:

- The first hypothesis put forward states that Variables of Service Quality (X1) have an effect on the Customer Satisfaction variable (Y).
- The second hypothesis put forward states that Product Quality variable (X2) has an effect on the Customer Satisfaction variable (Y).
- The third hypothesis put forward states that Promotion variable (X3) has an effect on the Customer Satisfaction variable (Y).
- The fourth hypothesis put forward states that Service Quality Variable (X1), Variable Product quality (X2), and Promotion (X3) have a significant effect together (simultaneously) on the Customer Satisfaction Variable (Y).
- The suggestions that researchers can convey are that considering the business world continues to move according to its era, it is important for entrepreneurs to continue to improve product quality and service quality in promoting the products they produce. In addition, patronage actors are compulsory to be accomplished to accommodate each the be in want of of their consumers in progression to be accomplished to outlive in their patronage.
- The suggestion for MS Glow Kota Tebing Tinggi is that it is expected to come around the superiority of the consequences produced in progression to aggrandizement consumer satisfaction in using MS Glow products.

## 6. SUGGESTIONS AND ACKNOWLEDGMENTS

Praise and gratitude I pray to God Almighty, because of His blessings and grace, I was able to complete this research. The author realizes that in writing this research there are still shortcomings, so constructive criticism and suggestions are expected to be able to improve this research.

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