

Consumer Satisfaction Analysis of Scarlett Whitening Products Through Brand Image, Price, Product Quality, and Digital Marketing Factors

Rizki Putri Kastulani¹, Maryani Septiana²

rizkiputri6213@gmail.com, maryaniseptiana@polibatam.ac.id

Department of Business Management, Batam State Polytechnic¹, Department of Business Management, Batam State Polytechnic²

Abstract. This study aims to determine the significance of the brand image, price, product quality, and digital marketing factors on consumer satisfaction with Scarlett Whitening Products. This study uses a quantitative method with a descriptive statistical approach and multiple linear regression analysis. The technique of collecting data is through a questionnaire with the population of Batam City Community and the number of samples is 100 people. Partially, the brand image and product quality variables have a positive and significant effect on consumer satisfaction, while the price and digital marketing variables have a positive but not significant effect on consumer satisfaction for Scarlett Whitening Products. Simultaneously, the variables of brand image, price, product quality, and digital marketing have a positive and significant effect on consumer satisfaction for Scarlett Whitening Products.

Keywords: Brand Image, Price, Consumer Satisfaction, Product Quality, Digital Marketing

1 INTRODUCTION

Appearance is an important factor that every individual pays attention to because it is the aspect that most often becomes the center of attention. The appearance in question is physical appearance such as skin and face. Things that other people can see, especially physical appearance, are very important to increase self-confidence. Maarif et al (2019) say that an attractive appearance does not only come from items used on the human body such as clothes and accessories, an attractive appearance is supported by the health of one's skin condition.¹ The perfect appearance is not obtained instantly but through several processes. To get a perfect appearance and to reduce skin problems, it is necessary to do proper and regular care.

¹ Maarif, V., Nur, H. M., & Septianisa, T. A. (2019). Sistem Pendukung Keputusan Pemilihan Skincare Yang Sesuai Dengan Jenis Kulit Wajah Menggunakan Logika Fuzzy. In *EVOLUSI: Jurnal Sains dan Manajemen* (Vol. 7, Issue 2). <https://doi.org/10.31294/evolusi.v7i2.6755>

The high public awareness of the importance of maintaining healthy skin makes the cosmetics and body care product industry of local brands continue to compete and strive to launch various product variants to suit the needs of today's consumers. Therefore, consumer awareness is needed before buying skin care products to learn in advance the information related to the product composition and adapted to each skin type. In a period of approximately three years starting from 2019 to 2021, there are several skincare that is very well known and are often discussed, one of which is the product "Scarlett Whitening" which was launched by Indonesian actress Felicya Angelista. Based on data obtained through the Official Store Scarlett Whitening on e-commerce Shopee in 2022, the number of products sold for each variant exceeds 10,000 products. Thus, it can be said that the product is very attractive to the public and shows a very high number of product users.

Scarlett Whitening product is the only skincare that uses more than one foreign artist as a brand ambassador. Scarlett Whitening makes famous Korean actor Song Jong Ki and girl band TWICE brand ambassadors, this strategy further creates user perceptions of the product's brand image. The efforts made in facing market competition can also be seen from the pricing design for all types of products, be it body care, skin care, and hair care which have the same price, which is Rp. 75,000.00. Not only is price a determining factor in making purchasing decisions, but the quality is also a major factor in determining the feasibility of purchasing a product. Reviews from consumers through the website show progress and changes felt by consumers after using the product. The Scarlett Whitening product also won an award as Best Body Moisturizer at the 2020 Female Daily Best of Beauty Award and retained the same award at Beauty Award 2021 Best Body Care. Scarlett Whitening products are increasingly recognized because of the many endorsed and celebrity influencers. Scarlett Whitening also greatly utilizes marketing strategies through electronic media (Electronic Word of Mouth) such as assessments (reviews) conducted through social media Instagram, TikTok, and YouTube. In addition, Scarlett Whitening often provides promotions such as discounted prices and vouchers for free shipping to official stores on e-commerce such as Shopee and Tokopedia.

Seeing this phenomenon, researchers feel the need to examine whether the marketing mix affects customer satisfaction at Scarlett Whitening Products. Therefore, the researcher wants to present research in the form of a thesis entitled "Analysis of Consumer Satisfaction on the "Scarlett Whitening" Product Through Brand Image, Price, Product Quality, and Digital Marketing Factors".

This study aims to determine the significance of the brand image, price, product quality, and digital marketing factors on consumer satisfaction with Scarlett Whitening Products.

2 THINKING FRAMEWORK

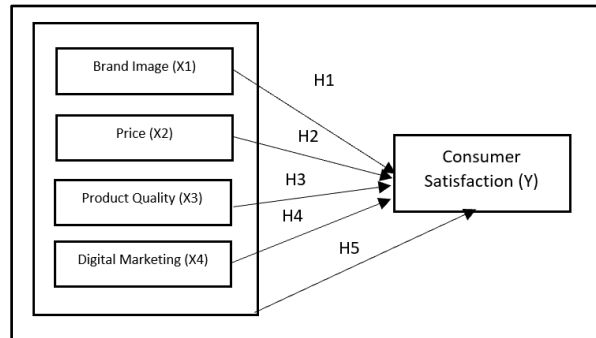


Figure 1 Framework

The framework is used to better understand the level of consumer satisfaction with Scarlett Whitening products through brand image, price, and product quality factors. The framework describes the relationship between one variable and another.

Based on the framework, there are 5 hypotheses in this study, namely:

1. Brand image factors can affect consumer satisfaction with Scarlett Whitening products.
2. The price factor can affect consumer satisfaction with Scarlett Whitening products.
3. Product quality factors can affect consumer satisfaction with Scarlett Whitening products.
4. Digital marketing factors can affect consumer satisfaction with Scarlett Whitening products.

Brand image, price, product quality, and digital marketing factors can affect consumer satisfaction with Scarlett Whitening products

3 STUDY OF LITERATURE

Kotler & Keller (2009) say that brand image is the perception and trust of users towards a product, embedded in memory when hearing the slogan. Brand image can be in the form of a product symbol or logo, product color, letter design, or product packaging, as well as other attributes that can be a differentiator and are always remembered by consumers for a particular brand.² According to Lestari & Elwisam (2019), there are 3 (three) indicators that build brand image, including producer image (corporate image), user image (user image), and product image (product image).³ According to Lestari & Elwisam (2019) price is the amount of money spent to get the product and the only part of the marketing mix that makes

² Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran. Terjemahan* (13 Jilid 1). Erlangga.

³ Lestari, R., & Elwisam. (2019). Pengaruh Persepsi Harga, Kualitas Produk, dan Citra Merek Terhadap Kepuasan Konsumen dan Dampaknya Pada Minat Beli Ulang Produk Mie Instant Sedaap. *Jurnal Ilmu Dan Budaya*, 41(63), 7495–7520.

a profit. According to Kotler & Keller (2009), there are 4 (four) indicators that make up the price, including price affordability, price conformity with product quality, price suitability with benefits, and price competitiveness. Kotler & Armstrong (2008), argues that quality refers to the ability of a product to achieve functions, such as durability, dependability, and precision. Good product quality can improve and affect the position of the product in a market.⁴ According to Tjiptono (2008), there are 8 (eight) indicators to analyze product quality, including product performance, features, conformance to specifications, reliability, durability, aesthetics, perceived quality, and serviceability.⁵ Tjiptono (2016) argues that digital marketing is the process of strategy, development, distribution, promotion, and pricing of goods and services to consumers using the internet. Digital marketing makes it easier for companies to communicate and promote goods and services to consumers.⁶ According to Ryan & Jones (2009) there are 8 (eight) indicators in digital marketing, including websites, search engine optimization, pay-per-click advertising, affiliate marketing, strategic partnerships, online public relations, social networks, e-mail marketing, and customer relationship management.⁷ Kotler & Armstrong (2018) argues that consumer satisfaction can be in the form of feeling satisfied, proud, happy, and exceeding expectations.⁸ According to Lestari & Elwisam (2019), the expectations that customers have can be formed from past experiences that have been felt.⁹ Consumer satisfaction is the overall assessment of consumers which can be in the form of satisfaction, pride, and pleasure if the perceived results are in line with expectations. According to Tjiptono (2015) there are 4 (four) indicators in digital marketing, including conformity of expectations, conformity of performance, product recommendations, and repurchase decisions.¹⁰

4 RESEARCH METHOD

This research uses quantitative methods with a descriptive statistical approach and multiple linear regression analysis. The research was conducted to determine the relationship between more than two independent variables, namely brand image, price, product quality, and digital marketing on the dependent variable of consumer satisfaction for Scarlett Whitening Products.

4.1 Place and Time of Research

The research was conducted in Batam City starting from August 2021 to March 2022.

⁴ Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip Pemasaran*. Erlangga.

⁵ Tjiptono, F. (2008). *Strategi Pemasaran*. ANDI.

⁶ Tjiptono, F. (2016). *Pemasaran: Esensi dan Aplikasi*. ANDI

⁷ Ryan, D., & Jones, C. (2009). *Digital Marketing: Marketing Strategies for Engaging Digital Generation*. Kogan Page Limited.

⁸ Kotler, P., & Armstrong, G. (2018). Principles of Marketing, Seventeenth Edition. In *Pearson*.

⁹ Lestari, R., & Elwisam. (2019). Pengaruh Persepsi Harga, Kualitas Produk, dan Citra Merek Terhadap Kepuasan Konsumen dan Dampaknya Pada Minat Beli Ulang Produk Mie Instan Sedaap. *Jurnal Ilmu Dan Budaya*, 41(63), 7495–7520.

¹⁰ Tjiptono, F. (2015). *Strategi Pemasaran*. ANDI.

4.2 Population and Sample

The population of this study was the Batam City Community with a sample of 100 users of Scarlett Whitening Products.

4.3 Data Collection Techniques

In this study, the data source does not only come from secondary data but also comes from primary data. The primary data was obtained from a questionnaire in the form of a google form, while the secondary data was obtained from journals on the internet.

4.4 Data Analysis Techniques

This study uses data analysis methods, namely:

Validity and Reliability

Test Questionnaire data in the study must be tested valid and reliable. In the validity test, what is measured or considered is the comparison of the value of r . if the value of r table $< r$ count then the questionnaire is declared valid. As for the reliability test, it can be done by comparing the Cronbach Alpha value, if the resulting value is > 0.6 , it can be concluded that the questionnaire is reliable.

Classical Assumption Test

The assumption test in this study uses a normality test, multicollinearity test, and heteroscedasticity test. The normality test using three methods, namely the Kolmogorov Smirnov Test, the P-Plot Graph, and the histogram graph, shows the same results, namely the data is normally distributed.

Statistical Test

The statistical test in this study used two methods, namely multiple linear regression analysis and the coefficient of determination (R^2).

5 RESULTS

5.1 Validity Test

Table 1 Validity Test Results

Item	Description	r Count	r Table	Decision
X1.1	Manufacturers have a good image in your eyes	0.769	0.195	Valid
X1.2	Are you interested in using products from the recommendations of other users	0.677	0.195	Valid
X1.3	The product gives a positive impression (guaranteed product quality) in the eyes of consumers	0.793	0.195	Valid

Item	Description	r Count	r Table	Decision
X2.1	Affordable product prices	0.195	0.713	Valid
X2.2	Prices are following product quality	0.821	0.195	Valid
X2.3	Prices are following the benefits felt by consumers	0.854	0.195	Valid
X2.4	Price can compete with similar products of other brands	0.754	0.195	Valid
X3.1	The product is safe when used	0.709	0.195	Valid
X3.2	The Product has a fragrant aroma	0.459	0.195	Valid
X3.3	The product has quality following the specifications offered	0.814	0.195	Valid
X3.4	Products have advantages over other products	0.747	0.195	Valid
X3.5	Products can maintain sterile quality so that product durability and durability are guaranteed	0.819	0.195	Valid
X3.6	Products have an attractive design	0.719	0.195	Valid
X4.1	The Website displays complete and relevant information related to products	0.704	0.195	Valid
X4.2	Information related to products is fast and easily accessible through search sites (<i>google</i>)	0.678	0.195	Valid
X4.3	Product advertisements can be accessed on the internet	0.722	0.195	Valid
X4.4	Products are easy to buy through <i>e-commerce</i> (<i>Shopee, Tokopedia, Lazada, etc.</i>)	0.604	0.195	Valid
X4.5	Products are related to articles found on beauty <i>websites</i> like <i>Sociolla, Female Daily, Beauty Journal, etc.</i>	0.697	0.195	Valid
X4.6	Information related to products is easy to get through social media (<i>instagram, youtube, tiktok, facebook</i> and others)	0.576	0.195	Valid
X4.7	Scarlett Whitening provides discounts, promos, and other interesting offers via <i>e-mail</i>	0.668	0.195	Valid
X4.8	The customer service party conducts surveys and asks for testimonials regarding consumer satisfaction with products	0, 697	0.195	Valid
Y.1	Products following consumer expectations and needs	0,891	0,195	Valid
Y.2	Consumers are satisfied with the performance of the product	0,878	0,195	Valid
Y.3	Consumers are satisfied with the product so that able to recommend it to other potential customers	0,915	0,195	Valid
Y.4	Consumers are interested in making repeat purchases of products	0,900	0,195	Valid

Table 1 shows the validity test of the brand image, price, product quality, digital marketing, and consumer satisfaction. The brand image variable (X1) has three indicators with the results of recount between 0.677 - 0.793 greater than rtable 0.195. The price variable (X2) has four indicators with rcount between 0.713 - 0.854 greater than rtable 0.195. The product quality variables (X3) have six indicators with rcount between 0.459 – 0.819 which is greater than rtable 0.195. The digital marketing variable (X4) has eight indicators with the results of rcount between 0.576 - 0.722, which is greater than the rtable 0.195. The variable customer satisfaction

(Y) has four indicators with the results of rcount between 0.878 - 0.915 greater than rtable 0.195. Thus, all indicator statements are valid.

5.2 Reliability Test

Table 2 Reliability Test Results

Variable	Cronbach Alpha	Standards	Decision
Brand Image (X1)	0.698	0.60	Reliable
Price (X2)	0.794	0.60	Reliable
Product Quality (X3)	0.802	0.60	Reliable
Digital Marketing (X4)	0.799	0.60	Reliable
Consumer Satisfaction (Y)	0.920	0.60	Reliable

Table 2 shows that all variables in this study produce Cronbach Alpha greater than 0.6. Thus, all statements in this study are reliable.

5.3 Classical Assumption Test

Table 3 Mutlicollinearity Test

Variable	Tolerance	VIF
Brand Image (X1)	0,451	2,217
Price (X2)	0,574	1,741
Product Quality (X3)	0,519	1,925
Digital Marketing (X4)	0,437	2,288

Table 3 shows that all independent variables in this study resulted in a tolerance greater than 0.1 and VIF less than 10. Thus, there is no multicollinearity because there is no correlation between variables.

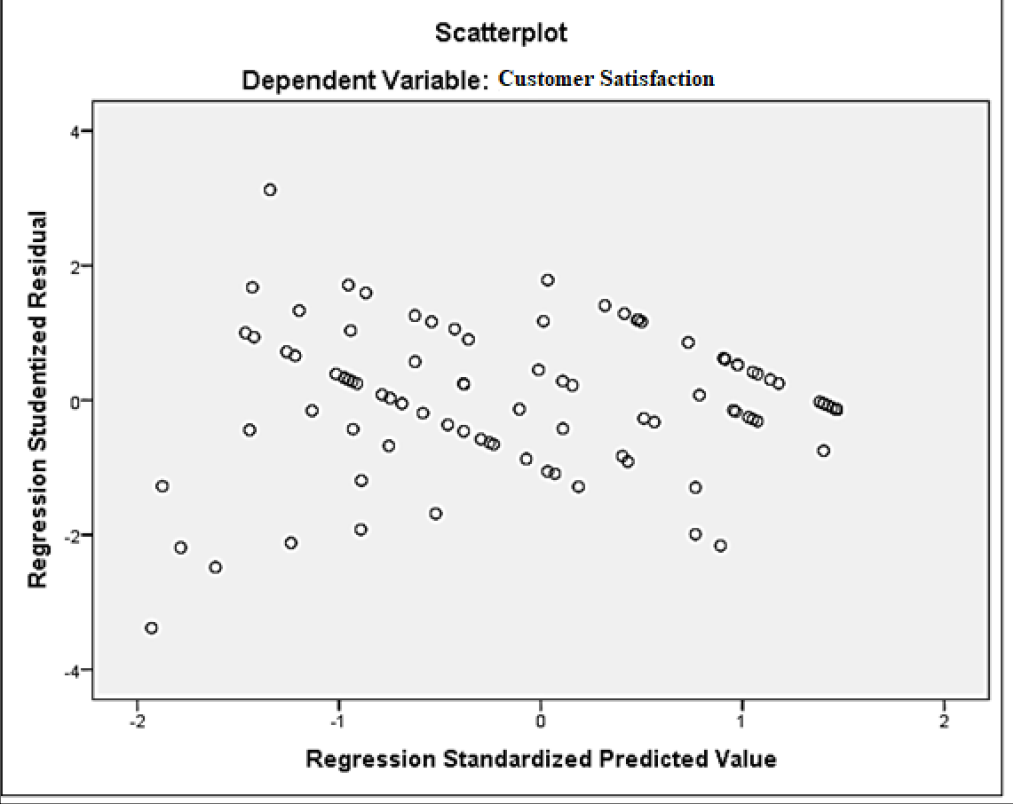


Figure 2 Heteroscedasticity Test

Figure 2 shows the distribution of points on the Y axis and does not form a certain pattern. So that there are no symptoms of heteroscedasticity (homoscedasticity occurs).

5.4 Statistical Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.343	1.409		-3.082	.003
	Brand Image	.506	.168	.274	3.009	.003
	Price	.121	.099	.099	1.227	.223
	Product Quality	.469	.079	.502	5.918	.000
	Digital Marketing_	.040	.069	.054	.582	.562

a. Dependent Variable: Consumer Satisfaction

Figure 3 Multiple Linear Regression Analysis

Figure 3 shows the results that form the following equation:

$$Y = -4,343 + 0,506X1 + 0,121X2 + 0,469X3 + 0,040X4$$

- The constant of -4.343 indicates a negative value if all independent variables are 0.
- The regression coefficient generated by the brand image variable is 0.506, if it increases by one unit it results in increased consumer satisfaction for Scarlett Whitening Products by 0.506 without being influenced by other variables.
- The regression coefficient produced by the price variable is 0.121, if it increases by one unit, it results in the Scarlett Whitening Product consumer satisfaction increasing by 0.121 without being influenced by other variables.
- The regression coefficient produced by the product quality variable is 0.469, if it increases by one unit it results in increased consumer satisfaction for Scarlett Whitening Products by 0.469 without being influenced by other variables.
- The regression coefficient generated by the digital marketing variable is 0.040 if it increases by one unit, it results in Scarlett Whitening Product consumer satisfaction increasing by 0.040 without being influenced by other variables.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803 ^a	.645	.630	1.4491
a. Predictors: (Constant), Digital Marketing, Price, Product Quality, Brand Image				

Figure 4 Coefficient of Determination (R²)

Figure 4 shows the variables of brand image, price, product quality, and digital marketing to get the results of R² namely 0.645, which means that the variable contributes 64.5% to consumer satisfaction. Meanwhile, 35.5% of the causes of consumer satisfaction come from variables not found in this study.

5.6 Hypothesis

Testing The hypothesis test in this research uses the T test and F test.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.343	1.409		-3.082	.003
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	Product Quality	.469	.079	.502	5.918	.000
	Digital Marketing	.040	.069	.054	.582	.562
a. Dependent Variable: Consumer Satisfaction						

Figure 5 T Test

Figure 5 shows the brand image variable resulting in tcount 3,009 > ttable 1,984 and sig 0,003 < 0,05, the product quality variable resulted in tcount 5.918 > ttable 1.984 and sig 0.000 < 0.05. If the significance is less than 0.05, it can be said that the brand image and product quality variables partially have a positive and significant effect on consumer satisfaction. While the price variable produces tcount 1.227 < ttable 1.984 and sig 0.223 > 0.05, digital marketing variable produces tcount 0.582 < ttable 1.984 and sig 0.562 > 0.05. If the significance is greater than 0.05, it can be said that the price and digital marketing variables have a positive but not significant effect on consumer satisfaction for Scarlett Whitening Products.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	362.311	4	90.578	43.137	.000 ^b
	Residual	199.479	95	2.100		
	Total	561.790	99			
a. Dependent Variable: Consumer Satisfaction						
b. Predictors: (Constant), Digital Marketing, Price, Product Quality, Brand Image						

Figure 6 F Test

Figure 6 shows the consumer satisfaction variable resulting in Fcount 43.137 > Ftable 2.7 and sig 0.000 < 0.05. Because the significance value is less than 0.05, overall the independent variables in this study have a positive and significant effect on consumer satisfaction for Scarlett Whitening Products.

6. CONCLUSION

The conclusions of this study are as follows:

1. H1 which states that brand image has a significant effect on consumer satisfaction with the Scarlett Whitening product is accepted, because the results show tcount 3,009 > ttable 1,984 and sig 0,003 < 0,05. It can be seen from the statements about how respondents use Scarlett Whitening Products based on recommendations from other users.
2. H2 is rejected because the price has a positive but not significant effect on consumer satisfaction with the Scarlett Whitening product, as shown by the results of tcount 1.227 < ttable 1.984 and sig 0.223 > 0.05. It can be seen from the statement that the price of Scarlett Whitening Products can compete with similar products from other brands.
3. H3 which states that product quality has a significant effect on consumer satisfaction with the Scarlett Whitening product is accepted, because the results show tcount 5.918 > ttable 1.984 and sig 0.000 < 0.05. It can be seen from the statement that Scarlett Whitening Products have a fragrant aroma.
4. H4 is rejected because digital marketing has a positive but not significant effect on consumer satisfaction with Scarlett Whitening products, as shown from the results of tcount 0.582 < ttable 1.984 and sig 0.562 > 0.05. It can be seen from the statement that Scarlett Whitening Products are easy to buy through e-commerce (Shopee, Tokopedia, Lazada, and others).
5. H5 states that brand image, price, product quality, and digital marketing simultaneously have a positive and significant effect on consumer satisfaction. The Scarlett Whitening product is accepted, because, from the ANOVA calculation, Fcount is 43.137 > Ftable 2.7 and sig 0.000 < 0, 05. It can be seen from the statement that consumers are interested in making repeat purchases of Scarlett Whitening Products.

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