



WARDAH'S CUSTOMER SATISFACTION REGARDING PRODUCT PACKAGING INNOVATION, QUALITY AND PRICE (JAKARTA AREA)

Theresia Wongso Putri¹
Elfrida Viesta Napitupulu²

¹Institut Bisnis dan Informatika Kwik Kian Gie, Indonesia
0831901005@student.kwikkiangie.ac.id

²Management Study Program, Institut Bisnis dan Informatika Kwik Kian Gie, Indonesia. elfrida.napitupulu@kwikkiangie.ac.id

Abstract

Corresponding Author:
Theresia Wongso Putri

Email:
0831901005@student.kwikkiangie.ac.id

Article History:
Received: 27 Maret 2023
Revised: 26 April 2023
Accepted: 15 Mei 2023
Published: 31 Mei 2023

Publisher:
LPPM Institut Bisnis dan Informatika Kwik Kian Gie

Selection and Peer-review under the responsibility of the Editor Team of Jurnal Komunikasi dan Bisnis.

Many new brands of body and beauty care products have sprung up, we can find almost all varieties from local products and other products that came from other countries. With the fast development of these brands, Wardah needs to be able to take part in "stepping up their game" such as innovating the product packaging, improving product qualities, and adjusting product prices to maintain and increase their customer's satisfaction. Therefore, the purpose of this study was to determine the effect of product packaging innovation, product quality, and product price on Wardah's customer satisfaction. The sample in this study are consumers of Wardah in the Jakarta area. The data collection method in this study was using questionnaire to collect data, as well as using Google form as tools. Measuring tools used in this study are validity, reliability, arithmetic mean, percentage analysis, scale range, classical assumption test, and multiple regression analysis. The tool used to process and analysed the data is SPSS 20. The results of the study show that product packaging innovation, product quality, and product prices all influence customer satisfaction. In addition, a product's packaging innovation influences satisfaction with no significant effect, product quality influences customer satisfaction, and price influences customer satisfaction.

Keywords:

Product Packaging Innovation, Product Quality, Product Price, Customer Satisfaction

 OPEN ACCESS

INTRODUCTION

Customer satisfaction is the result that wants to be achieved by each company, this is because customer satisfaction is the key to running a successful business (Krivobokova, in Razak 2019). Aren (2009) in research on customer satisfaction with Attack detergent, reveal that packaging's design has no significant effect on customer satisfaction. Purwoko et al. (2020) in research on the satisfaction of PT Dwimitra Usaha Global customers, said that product packaging has a significant effect on customer satisfaction.

Hadi et al. (2021) in research on UMKM Sakukata.co Salatiga discloses that packaging attributes have a significant effect on customer satisfaction. Razak (2019) in research conducted at Transmart Carrefour Kalimalang, disclose that quality product has a significant influence on customer satisfaction. Munthe et al. (2021) who conducted related research about Dancow in Medan also revealed that quality product has a positive and significant influence on customer satisfaction.

Mulyono and Wahyudi (2021) in their research on customer satisfaction of AirKu AMDK customers in the District Kulon Progo Special Region of Yogyakarta said that price has no positive and significant influence on customer satisfaction, meanwhile, Purwoko et al (2020) in their research to Satisfaction and Loyalty of PT Dwimitra Usaha Global's Customer said that price has a significant effect on customer satisfaction. Alvianna et al (2022) in their research on Panderman Coffee Shop Hotel Aria Gajayana Malang also explained that variable price positively and significantly affects customer satisfaction.

Based on research results from the journal above, the effect of product packaging on customer satisfaction Attack products in 2009 get different results compared to other results about the packaging of the product. On the other side, price research conducted by Mulyono and Wahyudi (2021) also express that there is no positive and significant influence on price on customer satisfaction. Meanwhile, product quality to customer satisfaction has the same result that the quality of products partially influences customer satisfaction.

Several reviews on a beauty website about cosmetic brand show different views about quality and price from Wardah, Furthermore, the results of the Top Brand Index data about Wardah also shows in 2021, Wardah Face Moisturizer was able to rise and rank first. In the category of cleanser and anti-aging, Wardah occupies fifth place, then in the year 2021 in the category of soap and cleanser, Wardah was able to rise to place fourth rank. In the face mask category, Wardah occupies fourth place, and finally, for the face mask category of the Top Brand Index, Wardah's rank has decreased and

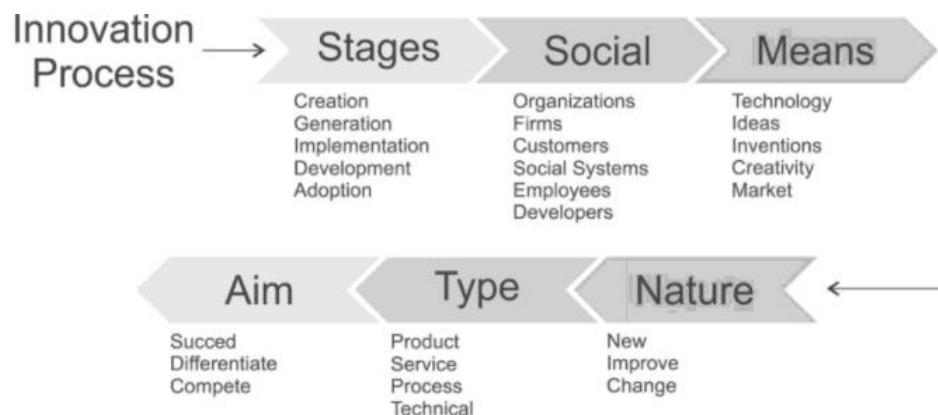
ranked five. In the categories of facial masks, body butter, and sun care, Wardah occupies the fourth rank, and last, in the BB cream and blush category, Wardah can occupy the first rank during these three years (2019-2021)

Cosmetic observers provide diverse views of Wardah products and similar competitors regarding product packaging, product prices, and product quality. In addition, there is a research gap based on journals from Filius Beatus Aren (2009) and Mulyono and Wahyudi (2021) regarding packaging design and price, so based on the description above, the author tries to study more regarding:

1. Influence of packaging design innovation on customer satisfaction of Wardah;
2. Influence of quality of the product on customer satisfaction of Wardah;
3. Influence of the price of the product on customer satisfaction of Wardah.

According to Widjaja and Winarso (2019), Innovation can be interpreted as the process or results, development, and or utilization of knowledge skills (including technology skills) and experience to use, create, or repair the product to give the product more value. Nasution and Kartajaya (2018:1) describe innovation as a sacred word in the progress of an organization. At the corporate level, there is a phrase "innovation or death" that is always talked about to inspire employees and professionals to continue to create and develop "added value" that can be generated, both in terms of products, services, processes, and management systems. Furthermore, citing the study of Baregheh et al. (in Arman, 2018) provides 22 keywords that are often mentioned and represented as a form of the innovation process, namely:

Figure 1. Innovation Definition Diagram (Arman, 2018, cited in Baragheh et. al)



Packaging design as a tool of communication according to Klimchuk and Krasovec (2007:33) is a creative business linked with shape, structure, material, color, image, typography, and elements of

design with the information from product to product that can be marketed. The first one is color. Taking from the theory of Klimchuk and Krasovec (2007:105), the human eye sees color before the brain recognizes images of shapes, symbols, words, or other visual elements. This is a complicated process because objects, shapes, and images are recorded in the brain via light, then absorbed into the retina of the eye. The National Bureau of Standards estimates that the human eye can distinguish more than ten million different colors.

Other than color, regarding packaging design we also know about typography. In packaging design, typography is the main medium for communicating product names, functions, and facts to consumers. Typography is derived from the Greek words *typos* which means impression and *graphein* which means writing-so Klimchuck and Krasovec (2007:87) reveal that typography can then be interpreted as "the use of letterforms to visually communicate a spoken language". Eric Gill in his book *An Essay in Typography* reveals that "letters are objects, not depictions of objects".

Besides typography that describes as the main medium for communicating product, brand also need to know about physical structure or shape and symbols and numbers that will be used in the products. In the mind of consumers, the packaging is a product. For many products, the physical configuration embodies the visual identity of the brand. Structures and materials are used to store, protect, and transport the product and provide a physical surface for the packaging design.

Klimchuck and Krasovec (2007:132) also revealed that symbols and icons can be simple graphical diagrams or detailed layouts. In developing symbols and icons for packaging design, it is important to pay attention to the meaning of symbols for cultures, especially considering the possibility of conflicting meanings. The choice and design of the symbol for the packaging design must be based on in-depth research, and tested to ensure that the symbol communicates what it is intended to convey.

In addition to the dimensions of packaging design according to Klimchuck and Krasovec, Adi Kusrianto in *Introduction to Visual Communication Design* (2009:35) also reveals seven principles of a packaging design which are also dimensions of packaging design, namely unity, diversity, balance, rhythm, proportion, scale, emphasis. Unity is a way to combine all design elements into a unified form that is proportional and looks integrated with one another into a medium. In design, diversity aims to avoid rigid and monotonous design.

For example, big and small differences, thick and thin in letters, image placement and mapping, good color differences, and the balance of other elements can be used to create harmonious diversity in a medium. Balance can be achieved both in terms of symmetrical and asymmetrical. Symmetrically,

balance can be achieved with a more formal and formal layout. Meanwhile, asymmetrical balance can create an informal impression but looks more dynamic with a combination that looks different but balanced.

Rhythm is a motion that is used as the basis of rhythm that implies a comfortable, harmonious, orderly look. Proportions is the suitability of size and shape to create harmony in a media or field. Scale describes as the relative size of an object, when compared to other objects or elements whose size is known. This is useful for creating conformity of shapes or objects in a design. The last point is emphasis, it is important for product to avoid feeling rigid and monotonous. This is usually done in the typeface, blank space, color, or other things that can make the design look more attractive if the placement is done sufficiently and not excessively.

Philip Kotler and Kevin Lane Keller (2016: 156) explain that quality is the totality of the features and characteristics of a product or service that depends on its ability to satisfy stated or implied needs. This is clearly a notion that is centered on customer needs and customer expectations. According to Dorothea Wahyu Ariani (2021: 14), conventionally, quality is a characteristic of goods or services in the form of reliability, ease of use, ease of maintenance, beauty, and so on. Whereas in the era of globalization, quality can be defined as everything that can meet customer needs and expectations or the suitability between customer needs and the company's offer.

Kotler and Keller (2016: 393) explain the dimensions of product quality, which are as forms to distinguish the size, shape, or physical structure of the product, features that can augment the basic functionality of the product that each company must decide when to provide additional customized features at a higher cost or some standard features at a lower price, performance quality that usually have one of four performance levels, namely low, medium, high, or superior to describe the level at which the main characteristics of the product to operate, conformance quality to see whether all units produced meet the promised specification level that buyers or consumers expect.

In addition, durability to measure where a product's operating life exists under normal conditions or under stressful conditions, reliability to measure the probability that a product will not experience damage or failure in use within a certain period, repairability to see whether the ease of repair will exist if the user can repair the product himself with a small or short cost or time, style to describes the appearance of the product and the feel of the product to buyers and creates a distinctiveness that is difficult to imitate, and the last one is customization to describes product customization and marketing allows companies to be highly relevant and differentiated by finding out what people want and do not want and being told to them.

Kotler and Armstrong (2021: 296) explain price is the amount of money charged for an item or service. More broadly, price is the sum of all the values that customers give to benefit from using a product or service. Kotler and Armstrong (2021: 297) reveal that the customer's perception of product value sets the standard for the price of the item.

If the customer's perception reveals that the price of the product is higher than the value of the product itself, the customer will not buy the item, and vice versa, if the product price is lower than the value of the product itself, the customer will decide to buy the product. so that in addition to the pricing method that has been disclosed above, the pricing strategy is divided into four, which will then become the price dimensions, namely Customer value-based pricing, good-value pricing, value-added pricing, and cost-based pricing.

Customer Value-Based Pricing uses buyer perception as a key value in pricing. It means sellers cannot design product and marketing programs and then set prices. They must consider the price with all the existing marketing mix variables before they can carry out a marketing program. Good-Value Pricing is to matching the price with the quality of the product, as the name suggests, good-value pricing provides the right combination of quality and good service at a reasonable price.

Value-added pricing adopted by the company adheres to the principle that rather than cutting or reducing prices to compete with competitors, it is better for companies to add quality, services, and other added value to differentiate their offerings and of course support higher prices. Cost-based pricing refers to the price that can be charged by the company. This involves setting prices based on the costs of producing, distributing, and selling a product added to a certain ratio for the company.

Yamit (2018: 77) reveals that producing a quality product or service alone will be useless if it cannot create and retain customers, in this case, it means expecting repeated purchases made by consumers of the same product or service. According to Kotler and Keller (2016: 153), in general, satisfaction is feeling about one's pleasure or disappointment as a result of comparing expectations and those felt from a product or performance (or results). If the performance or experience that is obtained is far from expectations, the consumer will feel dissatisfied, if it matches expectations, the consumer is satisfied, and if it far exceeds expectations, the consumer will feel very satisfied.

Quoting Zeithaml et al. (2018), customer satisfaction is "a consumer fulfillment response, namely a consideration that the features of a product or service, or the product or service itself, provide a level of satisfaction related to pleasant consumption." Customer satisfaction is determined by five factors, namely Product and service features, customer's emotions, attributes of the services' successfulness or failure, perception of fairness, and other customers.

Product features and services received will be evaluated by the customer, whether they can provide satisfaction for the customer or not, meanwhile customer emotions in the form of happiness or excitement, or sadness, will affect customer satisfaction in receiving the services provided by the company. Attributes of the services' success or failures refer to the service that provided that will affect customer satisfaction, whether the service is special or disappointing. The perception of fairness explains that customer satisfaction will be influenced by the fairness and fairness it receives when compared to what other customers receive. The last one is, customer satisfaction can be influenced by other customers, family members, or colleagues.

According to Kotler and Keller (2016: 155), there are five dimensions of customer satisfaction as follows: Stay loyal, buy more as the company introduces new and updated products, speak well to others about the company and its products, pay less attention to competing brands and be less sensitive to price, offer product or service ideas to companies, costs less to service than new customers because transactions can become routine. In addition, according to Hurriyati (2019: 130), quoting Griffin (2002) in the Marketing Mix and Consumer Loyalty, the dimensions of customer satisfaction are divided into four, namely: makes regular repeat purchases, purchases across product and service lines, refer to other, demonstrates an immunity to the full of the competition.

RESEARCH METHODS

The object and the population of this research is customers of Wardah products in the Jakarta area. This research was conducted by distributing questionnaires online using Google Forms to Wardah consumers in the Jakarta area. The researcher uses ex post facto or after-the-fact report design, where the researcher has no control over the variables in the sense that the researcher cannot manipulate them. Researchers can only report what has happened or what is happening.

Because of the unknown number of the population, the sampling method in this research is using Hair et al. (2019:133) that describes the minimum sample size is five to ten times the indicator of variables from the research, so the minimum total sample size in this research is 40 (indicator of variables) times 5 = 200

Following the method written by Ghozali (2016), the analysis method used in this research are validity and reliability test for the prequestionnaires, descriptive analysis to analyze the respondents, continued with classic assumption test with the following: normality test, heteroscedasticity test, multicollinearity test, then the last is doing multiple regression analysis that consisting of model significance test (F test), partial test (T-test), and coefficient of determination.

Validity test is used to measure whether a data or questionnaire that has been collected is valid or valid. A questionnaire can be said to be valid if the questions on the questionnaire are able to reveal what the questionnaire will measure. To determine whether the instrument is valid or not, the provisions are as follows: If the r count is greater than the r table with a confidence level of 95%, then the instrument is said to be valid, if the r count is smaller than the r table with a confidence level of 95%, then the instrument is said to be invalid.

Comparison of Pearson Product Moment with the r count used is at 0.361 with a total of 30 respondents in the pre-test. Besides validity, we also need to check the reliability of the questionnaire. A questionnaire is said to be reliable or reliable if one's answers to the questions given are stable or consistent from time to time. The validity and reliability test of the 30 initial respondents who had filled out the pre-questionnaire first showed that all of the variable indicators used were declared valid and reliable because all of the research indicators carried out had a value of r count $>$ r table, namely 0.361, and a Cronbach Alpha value $>$ 0.60. Crosstab results on SPSS show that most respondents who filled out the questionnaire were private employees who were in the age range of 24-28 years as many as 51 respondents out of a total of 210 respondents.

The analysis method continued with classic assumption test with the following: normality test, that has the aim of testing whether in the regression model, the confounding or residual variables have a normal distribution. The classic assumption test that can be used to test the normality of the residuals is the Kolmogorov-Smirnov (K-S) non-parametric statistical test. After normality test, multicollinearity test is needed to check whether there is a correlation between the independent variables in the regression model.

If the independent variables are correlated, then these variables are not orthogonal. Orthogonal variables are independent variables that have a correlation value among independent variables with a value equal to zero. The basis for decision making is as follows: If VIF (Variance Inflation Factor) $<$ 10 and TOL (tolerance value) $>$ 0.1 then multicollinearity is free, ff VIF (Variance Inflation Factor) $>$ 10 and TOL (tolerance value) $<$ 0.1.

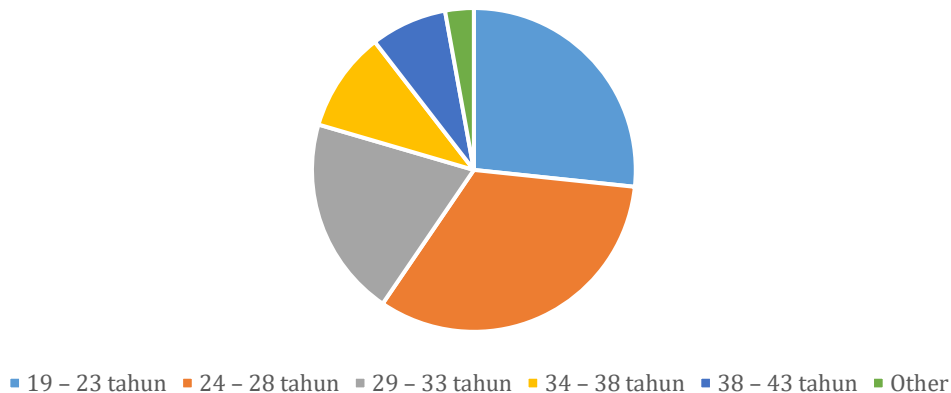
Last step in classic assumptions test is heteroscedasticity check that aims to test whether there is an unequal variance from the residuals of one observation to another in the regression model. If the variance of the residuals from one observation to another remains, then it is called homoscedasticity and if it is different, it is called heteroscedasticity. A good regression model is if the parameter coefficient sign $<$ 0.05 then there is heteroscedasticity, and if the parameter coefficient sign $>$ 0.05 then there is no heteroscedasticity.

The last method after doing classic assumption test is by doing multiple regression analysis that consists of model significance test (F test) to see the significance of the regression model, whether the research regression model is feasible to use, partial test (T-test) to show the extent to which the influence of one explanatory variable or relationship individually in explaining the variation of the independent variables, and coefficient of determination, to measure how far the model's ability to explain the variation of the dependent variable.

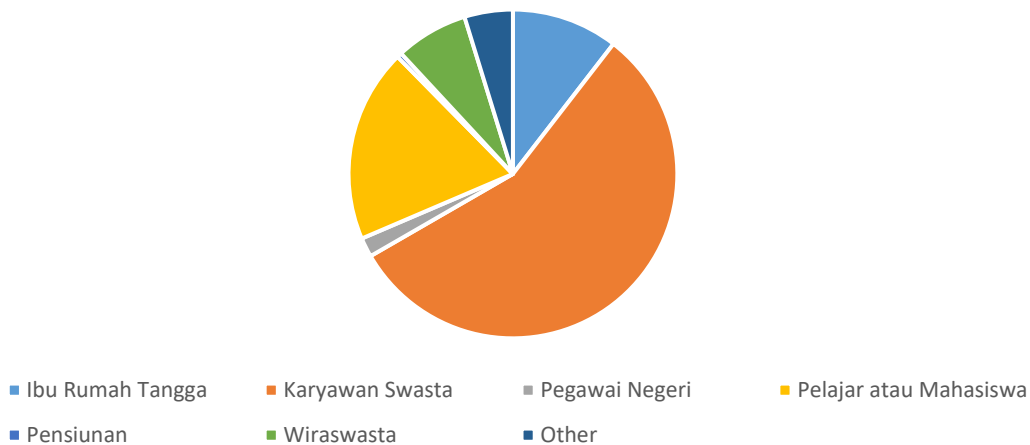
RESULTS AND DISCUSSION

The following data obtained are the results of a questionnaire that has been distributed to 210 respondents:

Figure 2. Number and Percentage of Respondents by Age



From Figure 2, It is known that out of a total of 210 respondents who are users or consumers of Wardah cosmetics, based on age, 56 respondents are in the age range of 19-23 years with a percentage of 26.7%, 69 respondents are in the age range of 24-28 years with a percentage of 32.9%, 42 respondents were in the age range of 29-33 years with a percentage of 20%, 16 respondents were in the age range of 38-43 years with a presentation of 7.6%, and 6 respondents were under the age of 19 years or over 43 years with a percentage of 2.9%. The largest number of respondents was taken in each interval, this explains that users of Wardah products based on existing respondents are in the age range of 24-28 years.

Figure 3. Number and Percentage of Respondents by Type of Work

Based on figure 3, 22 respondents were housewives with a percentage of 10.5%, 118 respondents were private employees with a percentage of 56.2%, 4 respondents were civil servants with a presentation of 1.9%, students or university students were 40 respondents with a percentage of 19%, retired were 1 respondent with percentage of 0.5%, self-employed as many as 15 respondents with a percentage of 7.1%, and the latter are in other fields of work with a total of 10 respondents and a percentage of 4.8%. Based on the most results, Wardah users are private company employees

Variable Analysis

The product packaging innovation variable has a calculated average value of 4.1. This means that respondents agree that on average respondents agree that Wardah has good product packaging innovation, or the satisfaction level of respondents to product packaging innovation is 82%. The product quality variable has an average calculated value of 3.84. This means that customers are in the range of Neutral (N) to agree (S) regarding the quality of Wardah's various products on the market, or the level of satisfaction of respondents to product quality is at a percentage of 76.8%. The price variable has a calculated average value of 4.04.

This means that product prices are in the range of agreeing statements (S), so it can be concluded that the average respondent agrees that Wardah has good product prices, or the level of satisfaction of respondents to Wardah product prices is 80.8%. The customer satisfaction variable has an average calculated value of 3.86. This means that customer satisfaction is in the range of neutral statements (N) approaching agree (S), so it can be concluded that the average respondent

tends to be neutral close to agreeing about their satisfaction as customers with Wardah products, or their satisfaction with Wardah products is 77.2%.

Classic Assumptions

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		210
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	2.54085007
Most Extreme Differences	Absolute	.073
	Positive	.040
	Negative	-.073
Kolmogorov-Smirnov Z		1.062
Asymp. Sig. (2-tailed)		.210

a. Test distribution is Normal.

b. Calculated from data.

The results of the normality test in table 1 show the Asymp numbers. Sig. (2-tailed) is worth 0.210. This figure is greater than the minimum limit of 0.05 so that the residual data in this study can be said to fulfill the normality test requirements or can also be called normally distributed residual data.

Table 2. Heteroscedasticity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.018	.919		2.195	.029
	Inovasi Desain Kemasan	.055	.029	.191	1.922	.056
	Kualitas Produk	-.041	.021	-.220	-1.953	.052
	Harga Produk	.007	.036	.019	.190	.850

a. Dependent Variable: ABS_RES

Based on table 2, the significance value of the independent variables namely Product Packaging Innovation (Sig. 0.056), Product Quality (Sig. 0.052) and Product Price (Sig. 0.850) is worth above 0.05, so it can be stated that there is no heteroscedasticity problem in the regression model.

Table 3. Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.400	1.505		.930	.353		
	Inovasi Desain Kemasan	.072	.047	.106	1.527	.128	.480	2.084
	Kualitas Produk	.156	.034	.359	4.564	.000	.375	2.670
	Harga Produk	.286	.058	.338	4.909	.000	.488	2.051

a. Dependent Variable: Kepuasan Pelanggan

From the data in table 3, it can be seen that all the independent variables in the study have a VIF value of < 10 and a tolerance value of > 0.1. Based on the table above, the VIF value in the product packaging innovation variable is 2,084, the product quality variable is 2,670, and the product price variable is 2,051. The VIF values are less than 10. It is also known that the tolerance value for product quality variables is 0.480, for product quality variables is 0.375, and for product prices is 0.488. The tolerance value is greater than 0.1, so it can be said that there is no multicollinearity in this study.

To show that a model is a fit model or not is to look at the value of $\alpha \leq 0.05$. The output results of this study show the sig. 0.000 which means the research model is a fit model.

Table 4. Multiple Regression Analysis Result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.400	1.505		.930	.353
	Inovasi Desain Kemasan	.072	.047	.106	1.527	.128
	Kualitas Produk	.156	.034	.359	4.564	.000
	Harga Produk	.286	.058	.338	4.909	.000

a. Dependent Variable: Kepuasan Pelanggan

The multiple linear regression equation of the processed data is $Y = 1.400 + 0.72X1 + 0.156X2 + 0.286X3$ where Y is consumer satisfaction, X1 is product packaging innovation, X2 is product quality, and X3 is product price.

The variable partial test criteria (t-test) using $\alpha \leq 0.05$ and the output of the packaging innovation variable research shows a sig value of 0.128 with a β value of 0.106. This means that product packaging innovation has a positive but not significant effect on customer satisfaction. The product quality variable research output shows a sig value of 0.000 with a β value of 0.359. This shows that product quality positively and significantly affects customer satisfaction. Finally, the results of the research output for the product price variable show a sig value of 0.000 with a β value of 0.338. This shows that product prices positively and significantly affect customer satisfaction.

The research results obtained from the partial test (t-test) indicate that there is a positive but not significant effect of product packaging innovation on customer satisfaction partially. This is evidenced by the results of the t-test for the product packaging innovation variable which has a t count of 1.527 and a significance value of 0.128. The significance value is less than 0.05. Meanwhile, if you look at the standardized coefficients, the number shown is 0.106, thus indicating that the influence of product packaging innovation on customer satisfaction is 10.6%.

The results of this study are in accordance with the results of research from Filius Beatus Aren (2009) who researched the effect of product quality, packaging, and price on consumer satisfaction in Attack detergent. In this study, it was stated that individually product packaging did not influence consumer satisfaction. In addition, the same results are also found in the results of research from Habibi Dzun Nuraini (2015), namely that partially there is no significant effect on consumer satisfaction for Jenang Teguh Rahardjo products. Likewise, the results of Siti Rohmah's research (2022) on the You C1000 product revealed that partially, product packaging did not affect customer satisfaction for the You C1000 product.

The research results obtained from the partial test (t-test) indicate that there is a significant influence between product quality on customer satisfaction partially. This is evidenced by the results of the t-test for the product quality variable, which has a t count of 4,564 and a significance value of 0,000. The significance value is less than 0.05, so it can be said that this research proves that the product quality variable influences customer satisfaction. So, from these results, it can be concluded that the higher the product quality owned by Wardah, the more positive and the higher Wardah's customer satisfaction with Wardah products.

These results are different from the research by Mulyono and Wahyudi (2021) regarding customer satisfaction of AirKu AMDK in Kulon Progo Regency, Special Region of Yogyakarta which reveals that there is no positive and significant effect on the price variable on customer satisfaction, however, these results are the same as the results of research conducted Winda Wahyu Rimania who revealed that product quality influences customer satisfaction, meaning that higher product quality will increase customer satisfaction (2020). The same results were also obtained by Gusviany Ayu Murti who revealed that product quality had a positive and significant effect on customer satisfaction with Local Taste Denpasar, Bali.

The research results obtained from the partial test (t-test) indicate that there is a significant influence between product prices on customer satisfaction partially. This is evidenced by the results of the t-test for the product quality variable which has a t count of 4,909 and a significance value of

0,000. The significance value is less than 0.05, so it can be said that this study proves that the product price variable influences customer satisfaction.

It can also be concluded that the more rational the price of the product, or the better the price of Wardah's products, the higher the customer is satisfied with Wardah's products. This is the same as the results of research conducted by Arini Ishfahila, Feti Fatimah, and Wahyu Eko S (2018) on customer satisfaction of Umah Batik Sayu Siwit in Banyuwangi which revealed that price has a significant effect on consumer satisfaction of Umah Batik Sayu Siwit. In addition, Bambang Prayogo and Zulfa Khairina Batubara (2021) also revealed the same thing that partially, the price variable has a positive and significant effect on customer satisfaction.

The R Square value (R^2) obtained from the output results is 0.522. This means that 52.2% of the customer satisfaction variable can be explained by product packaging innovation, product quality, and product price, while the remaining 47.8% is explained by other variables outside the variables in this study. This shows that product packaging innovation, product quality, and product price variables play a role in explaining customer satisfaction with Wardah's products.

CONCLUSIONS

Based on the results of the analysis that has been described or explained in the previous chapter, the researcher can put forward the following conclusions:

1. The innovation of product packaging has a positive but not significant effect on customer satisfaction of Wardah products, Wardah product quality has a positive and significant effect on customer satisfaction of Wardah products and partially, the price of Wardah products has a positive and significant effect on customer satisfaction of Wardah products.
2. The views of customers or consumers regarding the innovations of product packaging carried out by Wardah are considered good, the views of customers or consumers regarding the quality of products developed by Wardah are considered quite good, and the views of customers or consumers regarding the prices of products owned by Wardah are considered good
3. Wardah consumers or customers have a fairly good level of satisfaction with Wardah products. This is something that needs to be considered by the Wardah brand, that consumer satisfaction plays a very important role in the sustainability of these products in the market.

Meanwhile, suggestions that can be conveyed by researchers based on the results of this study are:

1. For brand or company, although in this study partially packaging design innovation does not significantly affect customer satisfaction, it is hoped that Wardah products will still be able to develop or innovate product designs or product packaging in accordance with developments the times considering the many local and international makeup and skincare brands. Wardah also can re-adjust prices to the quality provided by its products by possibly reformulating some of its products as has been or has been done before. This of course can increase consumer satisfaction or users of Wardah's products.
2. For academic and for further research, further research can be carried out by adding or looking at other variables outside the variables that have been used in this study, which affect the figure outside of the results of the coefficient of determination. For example, by looking at Wardah's brand image, Wardah's marketing strategy, buying interest, service quality, and other variables.

REFERENCES

- Aditya, H. (2004). Analisis Pengaruh Merk, Orientasi Strategik, dan Inovasi Terhadap Keunggulan Bersaing (Studi pada UKM Tanggulangin di Kota Sidoarjo). *Jurnal Sains Pemasaran Indonesia*, Vol III, No 3, Indonesia: Universitas Diponegoro
- Alvianna, S., et.al. (2021). Pengaruh Harga dan Kualitas Pelayanan terhadap Kepuasan Pelanggan Pemandar Coffee Shop di Masa Pandemi Covid-19. *Journal of Management and Business Review* Volume 18, Nomor 2, Special Issue (2021) Hal 380-392.
- Ambrose, G. and Harris, P. (2011). *Packaging the Brand, the Relationship between Packaging Design and Brand Identity*, UK: AVA Publishing
- Anggraini, L.N., Kustiyah, E. and Sudarwati, S. (2019). Pengaruh kualitas, harga dan citra produk terhadap kepuasan pelanggan pada produk kosmetik Wardah (studi pada mahasiswi Fakultas Ekonomi Islam Batik Surakarta). *EKOBIS: Jurnal Ilmu Manajemen dan Akuntansi*, 7(1), pp.46-48.
- Anisa, F, and Manurung, H.P. (2021). Pengaruh Desain, Harga, Kualitas Produk Dan Citra Merek Terhadap Kepuasan Konsumen Sepeda Motor Yamaha N-Max. *Jurnal Ekonomika dan Bisnis* 8.2: 179-192.
- Apriyanti, M.E. (2018). *Pentingnya Kemasan Terhadap Penjualan Produk Perusahaan*, Indonesia: Fakultas Bahasa dan Seni Universitas Indraprasta PGRI
- Aren, F.B. (2009). *Pengaruh Kualitas, Kemasan, dan Harga Produk Deterjen Attack*. Yogyakarta: Fakultas Ekonomi Universitas Sanata Dharma.
- Ariani, D.W. (2021). *Manajemen Kualitas*, cetakan ketiga, Indonesia: Universitas Terbuka
- Cooper, Donald R. dan Schindler, P.S. (2014). *Bussines Research Methods*. Edisi 12. New York: McGraw Hill.
- Derang, M. (2020). Pengaruh Kualitas Produk dan Citra Merek pada Produk Kosmetik Wardah terhadap Kepuasan Pelanggan di Kota Batam. *Program Studi Manajemen Fakultas Ilmu Sosial dan Humaniora Universitas Putra Batam*.
- Dwyer, F. Robert and Tanner, John F. (2009). *Business Marketing: Connecting Strategy, Relationship and Learning*. Edisi internasional. Singapore: McGraw-Hill

- Dzun Nuraini, H. (2015). Analisis Pengaruh Harga, Rasa Dan Kemasan Terhadap Tingkat Kepuasan Konsumen Produk Jenang Teguh Rahardjo (Doctoral dissertation, Universitas Muhammadiyah Ponorogo).
- Ghozali, I. (2011). Aplikasi Analisis Multivariate dengan Program IBM SPSS 19. Semarang: Badan Penerbit Universitas Diponegoro.
- Hadi, A.P., et. al. (2021). Pengaruh Desain Kemasan Terhadap Kepuasan Pelanggan Umknsakukata.Co Salatiga. Universitas Sains dan Komputer. Jurnal Ilmiah Komputer Grafis, Vol.14, No.1, Juli 2021, Pp. 95-108
- Hadi, S. (2001). Metodologi research II, Yogyakarta: Fakultas Psikologi UGM
- Hair, J. F., Black, W. C., Babin, B. J. & Anderson, R. E. (2019). Factor Analysis. In: Multivariate Data Analysis 8th Edition. New Jersey: Pearson Education Inc
- Hernard, David H, David M Szymanski. (2001). Why Some New Products Are More Successful Than Others, Journal of Marketing Research, Vol. XXXVIII. August, p. 362-375
- Hurriyati, R. (2019). Bauran Pemasaran dan Loyalitas Konsumen, Bandung: CV. Alfabeta.
- Irawati, N., et.al. (2017). Pengaruh Desain dan Kualitas Produk terhadap Kepuasan Konsumen melalui Kepuasan Pembelian Laptop Asus. Manajemen Dewantara 1.1 : 9-20.
- Isfahila, A., et. al. Pengaruh Harga, Desain, Serta Kualitas Produk Terhadap Kepuasan Konsumen Umah Batik Sayu Wiwit Di Banyuwangi. Jember: Fakultas Ekonomi Universitas Muhammadiyah
- Klimchuck, M. R. and Krasovec, S.A. (2007). Desain Kemasan, terjemahan dari Packaging Design, Successful Product Branding from Concept to Shelf, Penerbit Erlangga 2007
- Kotler, P. and Keller. (2009). Manajemen Pemasaran Jilid I. Edisi ke 13. Jakarta: Erlangga.
- Kotler, P. (2000). Manajemen Pemasaran di Indonesia, Jakarta: Salemba
- Kotler, P. and Armstrong, G. (2011). Prinsip-prinsip Pemasaran Jilid 1 edisi 8. Jakarta: Erlangga.
- Kotler, P and Armstrong, G. (2012). Dasar-dasar Pemasaran Jilid 2 edisi Bhs. Indonesia dari Principles of Marketing, Jakarta : PT Perlindo
- Kotler, P and G Armstrong. (2021). Principles of Marketing, 18th Edition. London: Pearson Education Limited
- Kusrianto, A.. (2009). Berkarier di Dunia Grafis, Indonesia, Jakarta: Penerbit PT Elex Media Komputindo
- Mudie, P. and Pirrie, A. (2010). Services Marketing Management, 3rd Edition. Oxford: Elsevier
- Mulyono, A. and Wahyudi. D. (2021). Pengaruh Harga, Kualitas Produk Dan Kemasan Terhadap Loyalitas Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi. Prodi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Janabadra Yogyakarta.
- Munthe, M. R., Fajrillah, & Ginting, R. S. (2021). Pengaruh Desain Produk, Kualitas Produk, Citra Merek, Harga Terhadap Kepuasan Konsumen Susus Dncow Di Kota Medan. Jurna Teknovasi, 8(2), 100–118.
- Murti, G. A. (2018). Analisis Pengaruh Desain Produk dan Kualitas Produk terhadap Kepuasan Konsumen: Studi Kasus di Rasa Lokal Denpasar, Bali.
- Nasution, A. H., and Kertajaya, H. (2018). Inovasi, Yogyakarta: Penerbit Andi
- Prayogo, B. and Batubara, Z.K. (2021). Pengaruh Kualitas Produk, Citra Merek Dan Harga Terhadap Kepuasan Konsumen Pada Produk Kosmetik Wardah. Jurnal Manajemen, Ekonomi Sains 2.2: 1-8.
- Purwoko et.al. (2020). Pengaruh Kemasan, Kualitas Dan Harga Produk Susu Terhadap Kepuasan Dan Loyalitas Pelanggan PT. Dwimitra Usaha Global
- Razak I. (2019). Pengaruh Kualitas Produk terhadap Kepuasan Pelanggan. Jurnal Manaj Bisnis Krisnadwipayana.

- Simamora, B. (2011). *Winning the Market with Effective and Profitable Marketing*. Jakarta: PT. Gramedia Pustaka Utama
- Sisca et. al. (2021). *Manajemen Inovasi Cetakan 1*. Yayasan Kita Penulis
- Siti, F. (2022). Pengaruh Desain Produk, Kualitas Produk, Dan Harga Terhadap Kepuasan Konsumen Di Nibras House. *Jurnal Mahasiswa Prodi Manajemen S1*.
- Rohmah, Siti. (2022). Analisis Pengaruh Kemasan, Merek, Dan Variasi Produk Terhadap Kepuasan Konsumen Pada Produk You C1000 (Doctoral dissertation, Universitas Bakrie).
- Suendro. (2010). Analisis Pengaruh Inovasi Produk Melalui Kinerja Pemasaran Untuk Mencapai Keunggulan Bersaing Berkelanjutan (Studi Kasus Pada Industri Kecil Dan Menengah Batik Pekalongan), *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, Indonesia: Magister Manajemen Universitas Diponegoro
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, Bandung: CV. Alfabeta.
- Supranto, J. (2003). *Metode riset dan aplikasinya dalam riset Pemasaran*, Edisi Revisi. Jakarta: Lembaga Penerbit Fakultas Ekonomi UI.
- Swastha, B. (2010). *Manajemen Penjualan: Pelaksanaan Penjualan*. BPFE: Yogyakarta
- Trott, P. (2017). *Innovation management and new product development*, 6th ed, London: Pearson Education
- Quintania, M. and Sasmitha. (2020). Pengaruh Desain dan Inovasi Produk Terhadap Kepuasan Konsumen dan Dampaknya pada Loyalitas Konsumen (Studi Kasus pada Konsumen Lipstik Wardah Kosmetik Jabodetabek). *Media Ekonomi: Vol 20 No. 1 Januari 2020*
- Widjaja and Winarso. (2019). *Bisnis Kreatif dan Inovasi*, Jilid Pertama, Yayasan Barcode
- Yamit, Z. (2018). *Manajemen Kualitas Produk dan Jasa*, cetakan keenam, Yogyakarta, Indonesia: Penerbit Ekonisia.
- Yuhana, L. (2021). Pengaruh Produk dan Harga Terhadap Keputusan Pemilihan Rumah Sakit (Studi Pada Poli Umum RSM Siti Khodijah Gurah Kediri), Kediri: Fakultas Ekonomi dan Bisnis, IAIN Kediri
- Zeithaml, V. A., Bitner, M. J., & Dwayne D, G. (2013). *Services Marketing Integrating Customer Focus Across the Firm International Edition*. McGRAW-HILL.