

# ANALYSIS OF PRODUCT QUALITY ON CONSUMER SATISFACTION WITH PROMOS I AS AN INTERVENING VARIABLE (Five mind development students)

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## Abstract

This research was conducted on students at Panca Budi Development University, Medan, on the MS Glow skincare product on the Shopee Marketplace. The aim of this research is to determine the effect of product quality on consumer satisfaction with promotion as an intervening variable. The population is active students studying at the Panca Budi Development University in Medan and samples were taken randomly using the Zikmund Formula so that the total research sample was 100 respondents. The type of data used is primary data and the data source used is secondary data, data collection techniques use literature study, survey and observation. Data analysis techniques are multiple linear regression, classical assumption testing and hypothesis testing. The research results show that product quality and promotion mediate the influence of product quality on consumer satisfaction with MS Glow skincare products. The strong correlation between product quality and promotion on consumer satisfaction is 43.4% and the remaining 56.6% can be explained by other variables not studied.

**Keywords:** *Product Quality, Promotion and Consumer Satisfaction*

## 1. INTRODUCTION

Technological developments can cause changes in various fields, starting from lifestyles in society which are currently booming or new discoveries where changes are becoming increasingly trendy, whether various types of goods and services can be obtained online such as food, clothing, pick-up and drop-off services, home equipment, even daily equipment to make it easier for people to shop online, the emergence of various online shopping applications, one of which is Shopee. Shopee is a marketplace application which is considered to be the most popular in Indonesia which can provide facilities for buying and selling goods online from various sellers and shops. Shopee was first launched in Singapore in 2015, and has since expanded its footprint to Malaysia, Thailand, Taiwan and Indonesia. The next strategy in doing business that can influence consumer satisfaction is setting product prices. The price set by a company is expected to be able to make consumers continue to use a product at that company and abandon the competing company's products. If the goods are offered by another marketplace, then consumers will continue to carry out Shopee marketplace transactions. On the other hand, if the Shopee marketplace provides expensive prices or prices that are the same as other marketplaces, consumers will compare marketplaces that have cheaper prices. Ms Glow skin care and cosmetic products are quite well-known products in Indonesia (Ayu Vanida 2021). Ms Glow is a brand that has come out with skincare products that have many ingredients and benefits. One of the local brands that makes consumers throughout Indonesia familiar with this product, Ms Glow has succeeded in making people interested in using its products. This product has many uses, namely for whitening, acne, skin moisturizer and many more. Ms Glow not only provides skin care, but also body care. The variety of products released by Ms Glow include Face Wash, Serum, Body Cream, Whitening Gold Serum, Exfoliating Skin Care, Facial Toner and many more.

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Government and also consumers. For businesses, satisfaction is seen as increasing customer satisfaction, potentially leading to long-term and short-term sales growth, as well as market share as a result of repeat purchases. Meanwhile, consumer dissatisfaction raises a number of risks, such as boycotts or protests at consumer institutions, customer complaints, government intervention, competitor reactions and the entry of new substitute products into the market. Consumer dissatisfaction can actually help companies identify aspects that are weaknesses in their products or services that are unable to meet consumer and government standards. Modifications can be made to improve the performance of products and services, so that the same problems do not recur in the future. Meanwhile, consumer satisfaction helps companies strengthen the competitive position of their products through segmentation. For the government, the concept of consumer satisfaction/dissatisfaction can help them identify and isolate products and industries that require government action in order to improve consumer welfare (Tjiptono and Chandra, 2012). And it is proven that the rapid development of MS Glow products has won the Indonesia Best Brand Award (IBBA) in 2020 because of its achievements in being able to compete with other products, even though MS Glow has not entered the beauty product industry for too long, but currently its products are developing very rapidly and are widely known among the public.

According to a survey conducted by Kompas, sales for local skincare brands can be said to be quite great. In the first two weeks of February 2021, total sales on the Shopee marketplace. MS Glow is the top best-selling brand in Indonesia, beating several local brands. The following is the sales table for local Indonesian brands in 2021: Based on data from local skincare competitors in Indonesia, source Kompas 2021, the best-selling local brand in Indonesia, where in 2021 Ms Glow was ranked first with total sales reaching 38.5 billion, Ms Glow was able to compete with other local brands, namely Scarlett, Somethinc, Wardah, Avoskin, White Lah Bio Beauty Lab, Elsheskin, Emina and Everwhite have total sales below Ms Glow. However, in 2022 MS Glow experienced a decline in sales reaching 28% with 140 packages sold. Based on the two phenomena that occur, MS Glow sales in 2022 will both experience a decline in sales levels. The decline occurred due to a decrease in consumer buying interest in MS Glow skincare products due to the large number of skincare brands appearing on the market. So in this research researchers will examine MS Glow products on the E-commerce marketplace Shopee,

One of the factors that encourages consumers to buy a beauty product is product quality. Quality is a measure of the level of complete consumer satisfaction. A product or service is said to be of quality if the company is able to provide and fulfill what consumers expect and want for a product or service, because quality has standards that have been determined by the company. Product quality is the company's main focus in increasing product competitiveness, therefore product quality is the ability of an item to provide appropriate results or performance, even exceeding what is expected. Meanwhile, according to Kotler and Armstrong (2012), promotion is an activity that communicates the advantages of a product and persuades customers to buy that product. From the definitions above, it can be concluded that promotion is an activity carried out by a company in terms of marketing a product so that consumers will be interested and make purchases of the product. as well as designing the information conveyed as attractively as possible and that can be understood easily by the public. One of the interesting aspects in the development of e-commerce in Indonesia is the integration with Winterra. Winterra has successfully integrated itself with the three top platforms, namely: Shopee, Tokopedia and Lazada. This success allows sellers and buyers to experience a seamless and integrated shopping and selling experience. This integration provides a more efficient and comfortable experience for all parties involved in the e-commerce process.

The following data is presented explaining the market share of MS Glow products compared to other skincare products from Mek.

**Table 1.1 Top Brand Product Index Beauty and Skin Care Clinics**

Brand Name	2020	2021	2022	2023
London Beauty Centre	27,20	29,30	33,40	31,70
MS Glow	23,90	27,80	3,20	4,60
Natasha Skincare	22,70	26,80	24,00	20,40
Zap Clinic	12,34	10,14	9,40	7,00

Sumber : Top Brand Index (2024)

Based on the table above, you can see the development of the marker share of beauty clinic and skin care products during the period 2020-2023. It can be seen that the MS Glow product is in third position with market share movements which tend to decrease from 2020, which was 23.90, decreasing to in 2022 it will only be 3.20 although it will increase slightly in 2023 to 4.60. The decline in MS Glow's market share shows that MS Glow products have experienced a decline in the number of consumers, which can be an indicator of declining consumer satisfaction. Based on the pre-survey related to promotions carried out by MS Glow skincare, it can be concluded that the majority of consumers feel that they do not see promotions carried out by MS Glow very often, promotions for new variants are not carried out often, promotional activities are not very interesting. This shows that consumer reactions to promotional activities are not very positive, meaning that promotional activities are not effective in influencing consumers. Based on the background above, the research is interested in carrying out research first with the title **Analysis of product quality on consumer satisfaction with promotion as an intervention variable for the Ms Glow skincare product on the Shopee marketplace** at the Shopee marketplace at the Panca Budi Medan Development University.

### Formulation of the problem

1. Do product quality, promotions and consumer satisfaction simultaneously influence Ms Glow's consumer satisfaction? 2) Does product quality influence consumer satisfaction through promotion as an intervening variable in Ms glow products?

## 2. LITERATURE REVIEW

### 2.1 Product quality

According to Kotler and Keller (2009: 3) state that product quality is the ability of an item to provide superior value to customers and which matches or even exceeds what customers want. Product quality is one of the main positioning means of marketers. Kotler and Keller (2009) explain that product quality is a dynamic condition of products or goods that have benefits for consumers in accordance with consumer needs and expectations. Factors that influence product quality according to Kotler & Keller (2009) include access factors or ease of obtaining public transportation infrastructure, location visibility or easy to see clearly from the side of the road, availability of spacious and safe parking facilities, expansive in nature or availability of an area that is sufficient to support future business and the environment, namely the surrounding area which supports the services offered. Indicato according to Kotler and Keller (2009) explain that product quality is a dynamic condition of a product or item that has benefits for consumers in accordance with consumer needs and expectations. There are 3 indicators that influence product quality, namely: 1) Product Specifics 2) Product Performance 3) Product appearance

### 2.2 Promotion

Meanwhile, according to Kotler and Armstrong (2012), activities communicate the advantages of the product and persuade customers to buy the product. From the several definitions above, it can be concluded that promotion is an activity carried out by a company in terms of marketing a product so that consumers will be interested and make purchases of that product as

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well as designing the information conveyed as attractively as possible and can be understood easily by the public. Factors according to Kotler and Armstrong (2008: 116-117), there are five promotion mixes, namely:

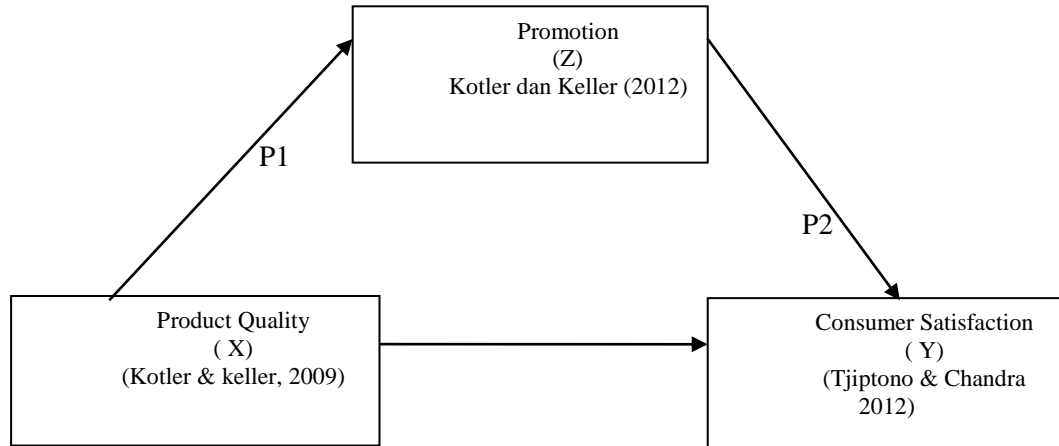
1. Advertising is all forms of paid personal presentations and promotions, goods or services with certain sponsors.
2. Sales promotion (sales promotin) is a short-term incentive to encourage purchases between sales of a service product.
3. Public Relations, namely building good relationships with various groups to get the desired publicity, building a good company image and handling rumors, news and unexpected events.
4. Personal selling (personal selling) is a personal performance by a salesperson selling and building customers.
5. Direct Marketing is a direct relationship with targeted individual consumers and building lasting customer relationships, using direct mail to communicate directly with consumers.

According to Kotler and Keller (2012), there are four indicators that can be used to measure promotions, including: 1) Promotion Frequency is the number of promotions carried out at a time through sales promotion media 2) Promotion Quality is a measure of how well the promotion is carried out. 3) Promotion quality is the value or number of promotions given by consumers. 4) Promotion time is the length of the promotion carried out by the company.

### **2.3 Consumer Satisfaction**

According to (Tjiptono and Chandra, 2012) satisfaction is seen as increasing customer satisfaction, potentially leading to long-term and short-term sales growth, as well as market share as a result of repeat purchases. Meanwhile, consumer dissatisfaction raises a number of risks, such as boycotts or protests at consumer institutions, customer complaints, government intervention, competitor reactions and the entry of new substitute products into the market. Consumer dissatisfaction can actually help companies identify aspects that are weaknesses in their products or services that are unable to meet consumer and government standards. Modifications can be made to improve the performance of products and services, so that the same problems do not recur in the future. Meanwhile, consumer satisfaction helps companies strengthen the competitive position of their products through segmentation. For the government, the concept of consumer satisfaction/dissatisfaction can help them identify and isolate product and industry general factors influencing consumer satisfaction (Tjiptono,f & Chandra,2012), namely: (1) Product quality; (2) Service quality; (3) Emotional (4)Price; (5) Fees. Indicators of consumer satisfaction According to (Tjiptono,f., & Chandra,2012) there are 5 indicators of consumer satisfaction; 1) reliability (Reliability) 2) Responsiveness (responsiveness) 3) Confidence (confidence) 4) Empathy (empathy) 5) Tangible (tangible)

**Framework**



**Figure 2.1 Conceptual Framework**

Source: SPSS Processing Results Version 20.0 (2024)

**3. RESEARCH METHODOLOGY**

When carrying out an analysis, it is necessary to determine the type or method for determining the analysis. Quantitative analysis of sample data produces sample statistics which are used to estimate population parameters. The population in this study were active students at the Panca Budi Development University, Medan. Sample is some characteristic of part of the population being represented or studied. The selection of samples for this research was carried out using the sampling technique used, purposive sampling, which is a sampling technique based on certain criteria (considerations) from members of the population Kurniawan & Puspitaningtyas (2016:69). The population criteria for this population are (1) Active students at the Panca Budi Development University in Medan (2) who have purchased MS Glow products. Because the exact number of the population is unknown, in calculating the sample size the author will use the Zikmund formula. The data collection technique in this research is by distributing questionnaires via Google Form with Likert scale measurements. The data analysis method in this research uses Validity Test, Reliability Test, Normality Test, Multiple Linear Regression Test, Hypothesis Test, Coefficient of Determination Test, Sobel Test, Test

**4. RESEARCH RESULTS AND DISCUSSION**

**4.1 Validity Test Results**

**Tabel 4.5**  
**Hasil Uji Validitas Kuailtas Produk**

Variabel	Item Kuesioner	Corrected Item-Total Correlation		Simpulan
		rhitung	rtabel	
Kualitas produk	Kuailtas produk_1	.829	.194	Valid
	Kuailtas produk_2	.535		Valid
	Kuailtas produk_3	.502		Valid
	Kuailtas produk_4	.669		Valid
	Kuailtas produk_5	.760		Valid
	Kuailtas produk_6	.415		Valid

sumber: data diolah SPSS, 2024

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Table 4.5 shows that all questionnaire items on the product quality variable have 6 statements of calculated  $r$  coefficient values  $> r_{table}$  (0.194), so it is concluded that the questionnaire items on the product quality variable can be declared valid so that they meet the validity assumptions. This means that product quality is one of the important points that consumers pay attention to when deciding to buy beauty products sold by the company. Therefore, in order to attract buying interest in consumers, the company must be able to maintain and improve product quality in accordance with consumer expectations.

**Tabel 4.6**  
**Hasil Uji Validitas Promosi**

Variabel	Item Kuesioner	Corrected Item-Total Correlation		Simpulan
		rhitung	rtabel	
Promosi	Promosi_1	.460	.194	Valid
	Promosi_2	.263		Valid
	Promosi_3	.624		Valid
	Promosi_4	.495		Valid
	Promosi_5	.333		Valid
	Promosi_6	.412		Valid
	Promosi_7	.598		Valid
	Promosi_8	.510		Valid

sumber: data diolah SPSS, 2024

Table 4.6 shows that all questionnaire items on the promotion variable have 8 statements of calculated  $r$  coefficient values  $> r_{table}$  (0.194), so it can be concluded that the questionnaire items on the promotion variable can be declared valid so that they meet the validity assumptions. This means that promotional activities are very important for companies to carry out to introduce products and the benefits that consumers can get when buying and using products sold by the company. Therefore, promotions must be carried out effectively and efficiently so that they can provide positive added value for the company to encourage consumer buying interest in the company's products.

**Tabel 4.7**  
**Hasil Uji Validitas Kepuasan Konsumen**

Variabel	Item Kuesioner	Corrected Item-Total Correlation		Simpulan
		rhitung	rtabel	
Kepuasan konsumen	Kepuasan konsumen_1	.605	.194	Valid
	Kepuasan konsumen_2	.611		Valid
	Kepuasan konsumen_3	.570		Valid
	Kepuasan konsumen_4	.525		Valid
	Kepuasan konsumen_5	.641		Valid
	Kepuasan konsumen_6	.520		Valid
	Kepuasan konsumen_7	.503		Valid
	Kepuasan konsumen_8	.620		Valid
	Kepuasan konsumen_9	.521		Valid
	Kepuasan konsumen_10	.582		Valid

sumber: data diolah SPSS, 2024

Table 4.7 shows that all questionnaire items on the consumer satisfaction variable have 10 statements of calculated  $r$  coefficient values  $> r_{table}$  (0.194), so it can be concluded that the questionnaire items on the consumer satisfaction variable can be declared valid so that they meet the validity assumptions. This means that consumer satisfaction is one of the main goals of MS products. Glow Medan markets its products to consumers so that by obtaining consumer satisfaction, this can make consumer interest grow stronger in buying the products sold by the company.

## 4.2 Reliability Test Results

The results of reliability testing for product quality, promotion and consumer satisfaction variables can be presented in the following table:

**Tabel 4.8**  
**Hasil Uji Reliabilitas**  
*Reliability statistics*

Variabel	<i>Cronbach's Alpha</i>	<i>Nilai koefisien standar</i>	Simpulan
Kualitas produk_X	.834		Reliabel
Promosi_Z	.762	0,6	Reliabel
Kepuasan konsumen_Y	.859		Reliabel

sumber: data diolah SPSS, 2024

Table 4.8 shows that the variables product quality, promotion and consumer satisfaction have a *Cronbach's Alpha value* > 0.6, so it can be concluded that the variables used are reliable. This means that the majority of respondents gave relatively stable and consistent average answers between one questionnaire and another on each research variable.

## 4.3 Classic Assumption Test Results

### a. Normality Test Results

The following can be presented the results of normality testing from the tabulation processing of respondents' answers in the following table:

**Tabel 4.9**  
**Hasil Uji Kolmogorov Smirnov Test**

<i>One Sample Kolmogorov Smirnov Test</i>		<i>Unstandardized Residual</i>
N		100
<i>Normal Parameters</i>	<i>Mean</i>	.0000000
	<i>Std Deviation</i>	4.50175711
<i>Most Extreme Differences</i>	<i>Absolute</i>	.067
	<i>Positive</i>	.060
	<i>Negative</i>	-.067
<i>Kolmogorov Smirnov Z</i>		.670
<i>Asymp.Sig. (2-tailed)</i>		.761

sumber: data diolah SPSS, 2024

Table 4.9 above shows that the results of the *Kolmogorov Smirnov test* have a significance value (*Asymp. Sig. 2- tailed*) namely 0.761 so that the significance value is  $0.761 > 0.05$ , so it is concluded that the *residual value* is normally distributed and meets the normality assumption.

### b. Multicollinearity Test Results

The following can be presented the results of multicollinearity testing from the tabulation processing of respondents' answers in the following table:

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**Tabel 4.10**  
**Hasil Uji Multikolinearitas**  
*Coefficients*

Variabel	<i>Collinearity Statistics</i>	
	<i>Tolerance</i>	VIF
Kualitas produk_X	.999	1.001
Promosi_Z	.999	1.001

sumber: data diolah SPSS, 2024

Table 4.10 shows that the product quality and promotion variables have a *tolerance value* > 0.1 and a VIF value < 10, so it can be concluded that the regression model above does not have symptoms of multicollinearity, which means there is no correlation between the independent variables.

**c. Heteroscedasticity Test Results**

The following can be presented the results of heteroscedasticity testing from the tabulation processing of respondents' answers in the following table:

**Tabel 4.11**  
**Hasil Uji Glejser**  
*Coefficientsa*

Model	<i>Unstandardized</i>		<i>Standardized</i>	t	Sig.
	<i>Coefficients</i>		<i>Coefficients</i>		
	B	<i>Std. Error</i>	Beta		
1 (Constant)	6.760	3.032		2.229	.028
Kualitas produk_X	-.100	.080	-.125	-1.240	.218
Promosi_Z	-.015	.070	-.022	-.222	.824

a. *Dependent Variable: Abs\_res*

Sumber: data diolah SPSS, 2024

Table 4.11 shows that for the product quality variable (sig. value 0.218) and promotion (sig. value 0.824) so that the independent variable has a significant value > 0.05, it can be concluded that the regression model does not have symptoms of heteroscedasticity, meaning that in this study there are no variables. bully

**d. Multiple Linear Regression**

The following can be presented the results of multiple linear regression testing between product quality and promotion on consumer satisfaction as can be presented in the following table:

**Tabel 4.12**  
**Regresi Linear Berganda**

		<i>Coefficients<sup>a</sup></i>				
Model		<i>Unstandardized</i>		<i>Standardized</i>	t	Sig.
		<i>Coefficients</i>		<i>Coefficients</i>		
		B	Std. Error	Beta		
1	(Constant)	25.798	5.463		4.723	.000
	Kualitas produk_X	.457	.145	.302	3.155	.000
	Promosi_Z	.181	.126	.138	1.843	.015

a. *Dependent Variable:* Kepuasan konsumen\_Y

Sumber: data diolah SPSS, 2024

Table 4.12 above shows the results of multiple linear regression testing with results namely:  $Y = 25.798 + 0.457 X_1 + 0.181 X_2$ . The following is an explanation as follows:

- The value of a (constant) is 25.798 and is positive, meaning that consumer satisfaction will increase by 25.798 assuming that the product quality and promotion variables have a fixed coefficient value (zero).
- Product quality has a coefficient value of 0.457 and is positive, meaning that if there is an increase of one unit, consumer satisfaction will increase by 0.457 or 45.7%.
- Promotion has a coefficient value of 0.181 and is positive, meaning that if there is an increase of one unit, consumer satisfaction will increase by 0.181 or 18.1%.

#### 4.4 Hypothesis Test Results

##### a. Partial Test Results (t-Test)

The following can be presented partial test results between product quality and promotion on consumer satisfaction as can be presented in the following table:

In this study, the number of research samples was  $n = 100$  so that  $t_{table} = 1.660$  at sig 0.05. From table 4.13 above, the partial test results can be described as follows:

- Product quality partially has a positive and significant effect on consumer satisfaction (t value  $> t_{table}$ ,  $3.155 > 1.660$  at sig.  $0.000 < 0.05$ ), so the research hypothesis  $H_1$  is accepted.
- Promotion partially has a positive and significant effect on consumer satisfaction (t value  $> t_{table}$ ,  $1.843 > 1.660$  at sig.  $0.015 < 0.05$ ), so the research hypothesis  $H_2$  is accepted.

##### c. Simultaneous Test Results (F-Test)

Below we can present the results of simultaneous testing between product quality and promotion on consumer satisfaction as presented in the following table

**Tabel 4.14**  
**Hasil Uji Simultan**  
**ANOVA<sup>b</sup>**

Model	<i>Sum of Squares</i>	df	<i>Mean Square</i>	F	Sig.
1 <i>Regression</i>	255.474	2	127.737	6.176	.003 <sup>a</sup>
<i>Residual</i>	2006.316	97	20.684		
Total	2261.790	99			

a. *Predictors:* (Constant), Kualitas produk\_X, Promosi\_Z

b. *Dependent Variable:* Kepuasan konsumen\_Y

Sumber: data diolah SPSS, 2024

In this study the number of samples is  $n = 35$ , where the value of  $df(1) = k - 1 = 3 - 1 = 2$  and the value of  $df(2) = n - k = 100 - 3 = 97$ , the  $F_{table} = 3.09$  is obtained. sig.0.05. Meanwhile, the calculated F value = 6.176 at sig.0.003. From the table above, it can be concluded that product quality and promotion together have a significant effect on consumer satisfaction (calculated F value  $> F_{table}$ ,  $6.176 > 3.09$  at sig.  $0.003 < 0.05$ ), so that the research hypothesis  $H_4$  is accepted.

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**d. Coefficient of Determination Test Results (R<sup>2</sup>)**

The following can be presented the results of testing the determination between product quality and promotion on consumer satisfaction, namely:

**Tabel 4.15**

**Hasil Koefisien Determinasi (R<sup>2</sup>)**  
*Model Summary<sup>b</sup>*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R	F Change
1	.659 <sub>a</sub>	.434	.419	4.54793	.434	6.176

a. Predictors: (Constant), Kualitas produk\_X, Promosi\_Z

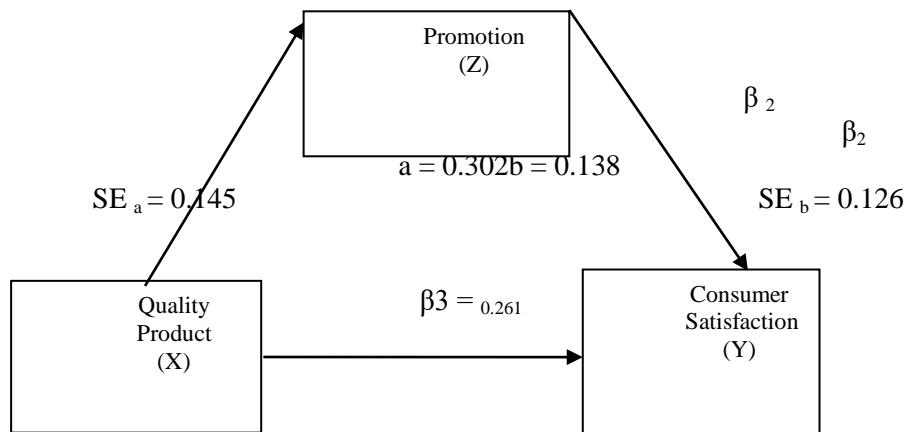
b. Dependent Variable: Kepuasan konsumen\_Y

Sumber: data diolah SPSS, 2024

Table 4.15 shows the coefficient of determination value of R = 0.659, meaning that there is a strong correlation between product quality and promotion on consumer satisfaction for MS Glow Medan products. The value of adjusted R<sup>2</sup> = 0.419 means that consumer satisfaction can be explained by product quality and promotion by 41.9% and the remaining 58.1% can be explained by other variables not studied such as price, market segmentation, service quality and so on.

**4.5 Sobel Test Results**

The following can be presented the results of path analysis from the tabulation processing of respondents' answers regarding the independent (product quality), dependent (consumer satisfaction) and mediation (promotion) variables, which can be described in the following figure:



**Figure 4.1. Path Analysis**

Based on the coefficient values above, the following calculations for the Sobel Test can be presented as follows from processing the tabulation of respondents' answers, namely:

**Tabel 4.16**  
**Hasil Uji Sobel Test**

	<i>Input:</i>	<i>Test statistic:</i>	<i>Std. Error:</i>	<i>p-value :</i>
a	0.302	<i>Sobel Test:</i>	0.96937845	0.0429925
b	0.138	<i>Aroian test:</i>	0.89216249	0.04671346
Sa	0.145	<i>Goodman test:</i>	1.07088421	0.03891737
Sb	0.126	Reset all	Calculate	

Sumber: <http://quantpsy.org/sobel/sobel.tm>, 2024

Table 4.16 shows that the results of the Sobel Test calculation show a *p-value* of 0.3323564 > 0.05, so the results show that promotion mediates the effect of product quality on consumer satisfaction with the products offered by the company to students.

## 5. Discussion and Results

### 5.1 The Influence of Product Quality on Consumer Satisfaction with MS Glow on the Shopee Marketplace

Based on the results of statistical tests, it can be said that the quality of the products sold by the company partially has a positive and significant effect on consumer satisfaction ( $t \text{ value} > t_{\text{table}}$ ,  $3.155 > 1.660$  at sig.  $0.000 < 0.05$ ), so that the research hypothesis  $H_1$  is accepted. According to Kotler and Keller (2009) stated that product quality is the ability of an item to provide superior value to customers and which matches or even exceeds what customers want. From the definition above, it can be said that the relationship is directly proportional to the research carried out, so this shows the importance of companies offering reliable quality products that can meet consumer expectations. Consumers who are satisfied with the product they are using because it meets the expected quality, the consumer will be satisfied and will buy the product again in the future.

### 5.2 The Effect of Promotions on Consumer Satisfaction with MS Glow on the Shopee Marketplace

Based on the results of statistical tests, it can be said that promotions carried out by the company partially have a positive and significant effect on consumer satisfaction with beauty products sold by the company ( $t \text{ value} > t_{\text{table}}$ ,  $1.843 > 1.660$  at sig.  $0.015 < 0.05$ ) so that the hypothesis research  $H_2$  is accepted. According to Kotler and Armstrong (2012) promotion is an activity that communicates the advantages of a product and persuades customers to buy that product. From the explanation above, it can be said that promotional activities carried out by companies to market their products to the public and consumers are one way that companies can market their products by providing complete information by persuading and convincing consumers so that consumers will feel confident and get the expected satisfaction. By carrying out targeted and effective promotions, sales targets can be achieved.

### 5.3 The Influence of Product Quality and Promotion on Consumer Satisfaction with MS Glow on the Shopee Marketplace

Based on the results of statistical tests carried out, it can be said that product quality and promotions carried out by the company together have a positive and significant effect on consumer satisfaction with beauty products sold by the company (calculated  $F \text{ value} > F_{\text{table}}$ ,  $6.176 > 3.09$  on sig.  $0.003 < 0.05$ ) so  $H_3$  is accepted. According to Kotler and Keller (2009), product quality is the ability of an item to provide superior value to customers and which matches or even exceeds what customers want. According to Kotler and Armstrong (2012) promotion is a promotional activity that communicates the advantages of a product and persuades customers to buy that product. Thus, from the explanation above it can be said that product quality and promotion are two important things and are related to each other because quality products need to be promoted to the wider community so that the information they need can be obtained so that the public knows the message conveyed by the promotion.

**ANALYSIS OF PRODUCT QUALITY ON CONSUMER SATISFACTION WITH PROMOS I AS AN INTERVENING VARIABLE (Five mind development students)**

*Upik Bina Sari Maha<sup>1</sup>, Manuntun Pakpahan<sup>2</sup>, Mesra B<sup>3</sup>*

**5.4 The Influence of Product Quality on Consumer Satisfaction with Promotions as an Intervening Variable in MS Glow on the Shopee Marketplace**

Based on the results of the statistical tests carried out, it can be said that promotion mediates the influence of product quality on consumer satisfaction with MS Glow (Sobel Test value  $0.3323564 > 0.05$ ) so that the research hypothesis  $H_4$  is accepted. According to Kotler and Keller (2009), product quality is the ability of an item to provide superior value to customers and which matches or even exceeds what customers want . From the explanation above, it is important to maintain and maintain quality products when offering them to consumers so that consumers who use these products obtain the expected satisfaction.

**6. CONCLUSIONS AND RECOMMENDATIONS**

The following can be concluded from the research conducted as follows:

- 1) Product quality partially has a positive and significant effect on consumer satisfaction with MS Glow on the Shopee Marketplace .
- 2) Promotion partially has a positive and significant effect on consumer satisfaction with MS Glow on the Shopee Marketplace .
- 3) Product quality and promotion simultaneously have a positive and significant effect on consumer satisfaction with MS Glow on the Shopee Marketplace .
- 4) Promotion mediates the influence of product quality on consumer satisfaction with MS Glow on the Shopee Marketplace .

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