

THE EFFECT OF PRICE, PRODUCT QUALITY, SOCIAL MEDIA MARKETING AND BRAND IMAGE ON CONSUMER SATISFACTION MEDIATED BY BUYING INTEREST IN THE MS GLOW STORE LAMONGAN CENTER BY IID CENTER



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ABSTRACT

This study aims to determine whether price, product quality, social media marketing, and brand image have a significant positive effect or not on consumer satisfaction mediated by buying interest. This type of research uses a quantitative approach, with a sample size of 177, and uses the SEM-PLS version 4 method. With the Outer Model Test, Inner Model Test, Mediation Test, and Hypothesis Test. The conclusion in the hypothesis test is that the variable price, product quality, social media marketing, and brand image on customer satisfaction are stated to have a positive and significant effect. Then in the Mediation Test, the variable price, product quality, social media marketing, and brand image on customer satisfaction mediated by buying interest is called partial mediation.

Keywords: Price; Product Quality; Social Media Marketing; Brand Image

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INTRODUCTION

In the increasingly modern era, appearance is an important matter for everyone. It starts from within by taking care of and maintaining the skin to boost self-confidence. Skincare products or cosmetics are used with the purpose of enhancing one's appearance, and for some women, they are essential to support their popularity, as beauty is an asset that must be preserved to remain attractive in the eyes of others. Women are willing to spend more money just to buy beauty products, which are currently being talked about by many people, namely "skincare" or skin care that can make their facial and body appearance more attractive (Nuraliani, 2025). Furthermore, cosmetics also have other benefits, such as moisturizing, brightening, addressing premature aging of the skin, and protecting the skin from harmful sunlight that can cause skin cancer. Currently, the use of cosmetics is not only for women, but cosmetics can also be used by men. Nadesul in Puspita & Rahmawan, (2021) stated that one will never be far from the use of cosmetics because cosmetics can enhance physical appearance to appear more attractive and are used for maintenance.

There are many kinds of cosmetic products ranging from local product brands to non-local product brands that are offered to Indonesia with different product variants. Many non-local cosmetic product brands from Korea, Thailand, Japan and Europe entered Indonesia and controlled the market share in Indonesia. With the entry of non-local cosmetic products, it can be concluded that the Indonesian people are very enthusiastic about using cosmetic products (Nurmalasari & Istiyanto, 2021). Seeing the enthusiasm of the Indonesian people in using cosmetic products and opportunities in sales, therefore cosmetic manufacturers are competing to innovate products, develop products by improving the quality of their products in order to increase sales.

Business competition is getting tighter and increasing. So that the company is required to meet consumer needs and try to create products that have advantages and create attractive products to be different from competitors. Companies are required to be able to provide better offerings to meet consumer needs and desires. In addition, it is essential for companies to have creative ideas in order to produce better products than before, be more competitive with similar companies, and win in the market competition (Zebua et al., 2022). This can be seen by the competition between companies in getting consumers. A product that can be well received by consumers and can survive in the long term in a marketing is a product that has advantages so that it makes consumers feel satisfied. Consumers who are satisfied with the added value offered by a product tend to be more loyal and less likely to switch to competing brands (Maharani, 2024). An effective strategy for companies in providing innovative product offerings so that a satisfaction is achieved for consumers, both with purchases because they buy products that suit their needs and tastes, as well as for companies that benefit from the sale of their products and maintain a good image of the company in the eyes of consumers. In implementing marketing strategy adaptation, companies must wisely utilize consumer data to understand their preferences and needs (Andirwan et al., 2023). The company not only gets a lot of customers or consumers, but must also be able to create a good relationship with customers, so that consumers feel satisfied with the product. A company must have a good communication strategy to build a positive corporate image, thereby establishing consumer trust through a well-recognized corporate image (Paramesti & Setyanto, 2022). The product that is marketed will determine the attitude of consumers to assess, decide and give an impression of the product, because there is an assumption that satisfied customers will tend to be more loyal to the product. Customers tend to be more

loyal and make repeat purchases if the product meets or exceeds their expectations (Putri et al., 2025).

Based on this, there is an example of Ms. Glow product which is one of the beauty brands under the auspices of PT. Cantik Indonesia Cosmetics which was established in 2013. This local product is in great demand by every group, because Ms Glow already has 14 Aesthetic Clinic branches in major cities in Indonesia. Especially with not many skincare products that have their own clinic, Ms. Glow is increasingly in demand by presenting various facial and body care solutions that are directly handled by expert doctors. In addition, Ms. Glow also has a BPOM permit and is halal certified (Islami & Zaini, 2025).

Several publications, including those published by Geraldine (2021). Research results indicate that brand image does not significantly affect consumer purchasing interest in Wardah brand products. However, product quality significantly influences consumer purchasing interest in Wardah brand products. Additionally, social media has a positive impact on consumer purchasing interest in Wardah brand products, and finally, price also affects consumer purchasing interest in Wardah brand products (Sugiyanto & Maryanto, 2021). The research results indicate that Product Quality, Brand Image, and Word of Mouth have a positive and significant effect on consumer satisfaction among students of the Faculty of Economics at Esa Unggul University; Product Quality, Brand Image, Word of Mouth, and Consumer Satisfaction have a positive and significant effect on repurchase intention among students of the Faculty of Economics at Esa Unggul University; Product Quality and Brand Image have a positive and significant effect on repurchase intention, but consumer satisfaction does not mediate; and Word of Mouth has a positive and significant effect on repurchase intention with consumer satisfaction as a mediator (Julianto, 2022). The results indicate that social media marketing strategies influence consumers' purchase intentions for Compass Shoes, brand image affects consumers' purchase intentions for Compass Shoes, purchase intention influences the purchasing decisions of Compass Shoes products, social media marketing strategies do not affect the purchasing decisions of Compass Shoes products, brand image affects the purchasing decisions of Compass Shoes products, social media marketing strategies influence purchasing decisions through consumers' purchase intentions for Compass Shoes, and brand image does not directly affect purchasing decisions through consumers' purchase intentions for Compass Shoes.

Based on the aforementioned explanation, the author is interested in discussing the influence of price, product quality, social media marketing, and brand image on consumer satisfaction mediated by purchase intention at MS GLOW Store Lamongan Center by IID.

LITERATURE REVIEW

Price

Price is the value that must be exchanged by consumers for the benefits obtained from a good or service (Geraldine, 2021). Meanwhile, according to Tjiptono (2007), price is as a unit of money used to obtain ownership of something. Then the indicators that characterize prices according to Kotler (in Geraldine, 2021) include: Affordability, Price conformity with product quality, Price competitiveness, and Price compatibility with product benefits.

Product Quality

Product quality as a medium carried out by companies to create products and marketing mixes to create a memory that will be remembered by consumers or the main positioning of marketing is the definition of product quality (Nurmalasari & Istiyanto, 2021). Meanwhile, according to Sari (2023), product quality is the quality of products, services, people, processes, environment, and others which includes efforts to meet or exceed customer expectations.

The quality of products is also changing, for example what is considered high quality today may be considered low quality in the future. Product quality indicators according to Kotler & Armstrong (2016) are:

1. Performance; Product and performance are the most important features that customers consider when purchasing a product.
2. Durability; It is related to how long a product can be used without causing problems in its use.
3. Product features; Secondary or additional characteristics that provide benefits. Improve core activities related to product selection and product development.
4. Display; The general characteristics of the product that affect the appearance and operation of the product are contrary to the wishes of the consumer.

Social Media

Social Media is a means of exchanging information in the form of text messages, voices, images and recordings of live images from one individual to another or individual to a group or vice versa (Kotler & Armstrong, 2016). There are 4Cs in operating social media, including (1) Context, which is a grammar, form or framework of how we convey messages to the audience in a certain format. The context determines the meaning of a word, if the context changes, the meaning of a word also changes. (2) Communication, is the process of conveying a message by a person to another person to inform, change attitudes, opinions, or behaviors, either verbally (directly) or indirectly (through the media) to match the desired wishes of the sender, which meets the five WHO elements: what, in which channel, for whom, with what effect. (3) Collaboration, is an activity in which two or more parties cooperate with each other by contributing their knowledge, experience, and ability to achieve a common goal that produces an effect or benefit to the parties involved. In short, collaboration is working together between the giver and receiver of the message interactively so that the message conveyed is more effective and efficient. (4) Connection, which is a relationship that is established and fostered continuously between the giver and the receiver.

Furthermore, social media indicators according to Ekasari (in Djafar et al., 2024) are as follows:

1. Relationship, namely producers build relationships with consumers through existing social media in order to be closer to consumers.
2. Communication is the interaction that occurs between sellers and buyers through existing social media.
3. There is interaction between sellers and other consumers, namely interactions that occur with consumers after consumers buy products.

Brand Image

Brand image is a description of consumers' associations and beliefs towards a particular brand (Larika & Ekowati, 2020). Meanwhile, brand image according to Kotler & Armstrong (2008) is the process by which a person selects, organizes, and interprets

information input to create a meaningful picture. Factors that Affect Brand Image include (1) Quality or quality, related to the quality of products offered by manufacturers with certain brands. (2) Trustable or reliable, related to opinions and agreements formed by the public about the quality of the products consumed. (3) Uses or benefits, which are related to the function of a product that can be used by consumers. (4) Service, which is related to the duties of producers in serving their consumers. (5) Risk is related to profits and losses experienced by consumers. (6) The price, in this case what consumers spend to influence a product, can also affect the image in relation to the high or low or the amount of money in the long run. (7) Image, which is owned by the brand itself, namely in the form of customers, opportunities and information related to a brand of a particular product.

The brand image indicators according to Davidson (in Larika & Ekowati, 2020) are as follows:

1. Reputation, the highest level or status in a certain product brand.
2. Recognition is a place where a brand is known to consumers.
3. Emotional relationships, relationships that occur between brands and customers.
4. Brand Loyalty, how far consumers are loyal to use products with a certain brand.

Consumer Satisfaction

Customer satisfaction is a feeling of pleasure or disappointment that a person has after comparing the performance or results of a product or service with their expectations (Kotler & Armstrong, 2008). Meanwhile, according to Paul, et al (in Cesariana et al., 2022) state that consumer satisfaction is a summary of the psychological state produced when emotions overflow with inappropriate expectations and are multiplied by feelings created about consumers who have experienced consumption. There are four main factors that need to be considered by companies or MSME business people in analyzing consumer satisfaction. They are product quality, service quality, emotion, price, and cost (Tjiptono, 2007). Then there are several indicators that affect consumer satisfaction according to Tjiptono & Diana, (2020), including reliability, responsiveness, confidence, empathy, and tangible.

Buying Interest

Buying interest is an influence from the outside, needs, understanding of a product and alternative evaluations that ultimately give rise to interest in consumers' minds to buy products (Geraldine, 2021). Factors Influencing Buying Interest include psychological factors which are driving factors that come from within consumers, namely motivation, perception, knowledge and attitude, in addition to social factors which are the process by which a person's behavior is influenced by family, social status and reference groups, then the empowerment of the marketing mix consisting of products, prices, promotions and distribution. The psychological factors present within an individual partly determine that person's behavior, thereby influencing their behavior as a consumer (Ridha et al., 2024). According to Ferdinand in (Setiawan & Steven, 2021), the indicators of consumer buying interest are (1) Transactional Interest, (2) Reciprocal Interest, (3) Prospective Interest.

METHOD

In this study, the author employs a quantitative approach. There are three classifications of variables in this research, namely independent variables, which include price (X1),

product quality (X2), social media marketing (X3), and brand image (X4); then the dependent variable, which is consumer satisfaction; and the mediating variable, which is purchase intention. The population in this study consists of consumers of Ms Glow products at the Ms Glow store in Lamongan center by IID, with a total population of 320 individuals. Furthermore, the author uses a non-probability sampling technique with incidental sampling method to determine the research sample.

$$n = \frac{N}{1+(e)^2} = \frac{320}{1+320 (0,05)^2}$$

$$n = \frac{320}{1+0,8} \quad n = \frac{320}{1,8}$$

$$n = 177,77$$

Furthermore, data collection techniques were conducted through interviews, questionnaires, and observations. The data were processed using data analysis techniques, including measurement models, structural models, and mediation tests.

RESULTS AND DISCUSSION

Inner Model

R Square

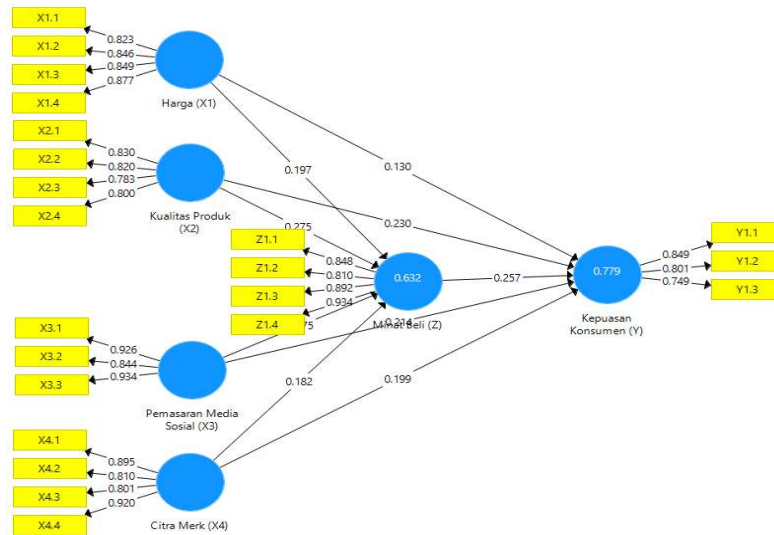
The R-Square value can be used to measure the structural model (inner model). It is employed to determine the extent to which exogenous variables (X) influence endogenous variables (Y) and mediating variables (Z). R-Square represents the coefficient of determination of the endogenous construct with three classifications: 0.67 as substantial (strong), 0.33 as moderate, and 0.19 as weak. In this study, the depiction of the R-Square values is as follows:

Table 1
R Square Value

	R-square	R-square adjusted
Y1. Consumer Satisfaction	0.779	0.772
Z1. Purchase Interest	0.632	0.624

Source: Processed Data (2024)

From the data in the table 1, it can be concluded that the R-Square value in this study is considered strong because the R-Square influence value of the exogenous variables on the endogenous and mediating variables is 0.779, and the Adjusted R-Square value is 0.772.



Source: smartPLS 4.0 Processed, 2024

Figure 1
Path Analysis

Mediation Test

The mediation test is an intermediate variable, which functions to mediate the relationship between independent variables and dependent variables (Rachmawati et al., 2023).

Table 2
Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ([O/STDEV])	P values
X1. Price-> Y1. Customer Satisfaction	0.199	0.199	0.078	2.538	0.011
X1. Price -> Z1. Buying Interest	0.182	0.176	0.085	2.134	0.033
X2. Product Quality -> Y1. Customer Satisfaction	0.130	0.135	0.061	2.148	0.032
X2. Product Quality -> Z1. Product Interest	0.197	0.202	0.074	2.675	0.008
X3. Social Media Marketing -> Y1. Customer Satisfaction	0.230	0.226	0.072	3.182	0.002
X3. Social Media Marketing -> Z1. Buying Interest	0.275	0.274	0.084	3.288	0.001
X4. Brand Image -> Y1. Customer Satisfaction	0.257	0.260	0.080	3.216	0.001
X4. Brand Image -> Z1. Buying Interest	0.214	0.209	0.078	2.742	0.006
Z1. Buying Interest -> Y1. Customer Satisfaction	0.275	0.278	0.082	3.339	0.001

Source: Processed data, 2024

H1 : Price has a positive and significant effect on consumer satisfaction at Ms Glow Lamongan store

The results of the analysis in table 2 show that the original sample value (coefficient) is $0.199 > 0.000$ with T-statistics $> T\text{-table}$ ($2,538 > 1,654$) and P-value $0.011 < 0.05$, which means that the Price variable has a positive and significant influence on Customer Satisfaction at the Ms Glow store in Lamongan By IID Center.

H2 : Product Quality has a positive and significant effect on Customer Satisfaction at Ms Glow Lamongan store

From the results, the Price variable on Customer Satisfaction has an Original Sample value (Coefficient) of $0.130 > 0.000$ with T-statistics $> T\text{-table}$ ($2.134 > 1.654$) and P-value $0.033 < 0.05$, meaning that the Price variable has a positive and significant influence on the Customer Satisfaction variable at the Ms Glow store in the center of By IID Center.

H3 : Social Media Marketing has a positive and significant effect on Customer Satisfaction at Ms Glow Lamongan store.

From the results, it shows that the Price variable on Customer Satisfaction has an Original Sample value (Coefficient) of $0.230 > 0.000$ with T-statistics $> T\text{-table}$ ($2.1448 > 1.654$) and P-value $0.032 < 0.05$, meaning that the Price variable has a positive and significant influence on the Customer Satisfaction variable at the Ms Glow store in the lamongan center By IID Center.

H4 : Brand Image has a positive and significant impact on Customer Satisfaction at Ms Glow Lamongan store

The results show that the Price variable on Customer Satisfaction has an Original Sample value (Coefficient) of $0.257 > 0.000$ with T-statistics $> T\text{-table}$ ($3,182 > 1,654$) and P-value $0.008 < 0.05$, meaning that the Price variable has a positive and significant influence on the Customer Satisfaction variable at the Ms Glow store in the lamongan center By IID Center.

H5 ; Price has a positive and significant effect on Buying Interest at Ms Glow Lamongan store

The results show that the Price variable on Customer Satisfaction has an Original Sample value (Coefficient) of $0.182 > 0.000$ with T-statistics $> T\text{-table}$ ($3,182 > 1,654$) and P-value $0.002 < 0.05$, meaning that the Price variable has a positive and significant influence on the Customer Satisfaction variable at the Ms Glow store in the lamongan center By IID Center.

H6 : Quality has a positive and significant effect on Buying Interest at Ms Glow Lamongan store

The results show that the Price variable on Customer Satisfaction has an Original Sample Value (Coefficient) of $0.197 > 0.000$ with T-statistics $> T\text{-table}$ ($3,288 > 1,654$) and P-value $0.001 < 0.05$, meaning that the Price variable has a positive and significant influence on the Customer Satisfaction variable at the Ms Glow store in the lamongan center By IID Center.

H7 : Social Media Marketing has a significant effect on Buying Interest in Ms Glow Lamongan store

The results show that the Price variable on Customer Satisfaction has an Original Sample value (Coefficient) of $0.275 > 0.000$ with T-statistics $> T\text{-table}$ ($3,216 > 1,654$) and

P-value $0.001 < 0.05$, meaning that the Price variable has a positive and significant influence on the Customer Satisfaction variable at the Ms Glow store in the lamongan center By IID Center.

H8 : Brand Image has a positive and significant effect on Buying Interest at Ms Glow Lamongan store

The results show that the Price variable on Customer Satisfaction has an Original Sample value (Coefficient) of $0.214 > 0.000$ with T-statistics $> T$ -table ($2,742 > 1,654$) and P-value $0.006 < 0.05$, meaning that the Price variable has a positive and significant influence on the Customer Satisfaction variable at the Ms Glow store in the lamongan center By IID Center.

H9 : Buying Interest has a positive and significant effect on Customer Satisfaction at Ms Glow Lamongan store

From the results, the Price variable on Customer Satisfaction has an Original Sample value (Coefficient) of $0.275 > 0.000$ with T-statistics $> T$ -table ($3,339 > 1,654$) and P-value $0.001 < 0.05$, meaning that the Price variable has a positive and significant influence on the Customer Satisfaction variable at the Ms Glow store in the lamongan center By IID Center.

Hypothesis Test

This test will use analysis based on the Path Coefficient table obtained from the Bootstrapping technique in the program used in this study, namely SmartPLS 4.0, in this case the hypothesis test will be carried out by checking the value of the P-Values < 0.05 and comparing the T-Statistical value $>$ the T-table where the value of the T-table has been determined as 1.654 and checking the value.

Table 3
Hypothesis Test Results

No	Hipotesis	Analisis
1.	Price (X1) →Customer Satisfaction (Y)	Coefficient Value = 0.199 P Values = 0.011 T-Statistics = 2,538 T-Table = 1,654 T-Statistics $>$ T-Table
2.	Product Quality (X2) →Customer Satisfaction (Y)	Coefficient Value = 0.130 P Values = 0.033 T-Statistics = 2,134 T-Table = 1,654 T-Statistics $>$ T-Table
3.	Social Media Marketing (X3) →Customer Satisfaction (Y)	Coefficient Value = 0.230 P Values = 0.032 T-Statistics = 2,148 T-Table = 1,654 T-Statistics $>$ T-Table
4.	Brand Image (X4) →Customer Satisfaction (Y)	Coefficient Value = 0.257 P Values = 0.008 T-Statistics = 2,675 T-Table = 1,654 T-Statistics $>$ T-Table
5.	Price (X1) →Buying Interest (Z)	Coefficient Value = 0.182 P Values = 0.002

		T-Statistics = 3,182 T-Table = 1,654 T-Statistics > T-Table
6.	Product Quality (X2) →Buying Interest (Z)	aCoefficient Value = 0.197 P Values = 0.001 T-Statistics = 3,288 T-Table = 1,654 T-Statistics > T-Table
7.	Social Media Marketing (X3) →Buying Interest (Z)	Coefficient Value = 0.275 P Values = 0.001 T-Statistics = 3,216 T-Table = 1,654 T-Statistics > T-Table
8.	Brand Image (X4) →Buying Interest (Z)	Coefficient Value = 0.214 P Values = 0.006 T-Statistics = 2,742 T-Table = 1,654 T-Statistics > T-Table
9.	Buying Interest (Z) →Customer Satisfaction (Y)	Coefficient Value = 0.275 P Values = 0.001 T-Statistics = 3,339 T-Table = 1,654 T-Statistics > T-Table

Source: smartPLS 4.0 Processed, 2024

Discussion

H1: The Effect of Price on Customer Satisfaction

Price variable has a positive and significant influence on the Customer Satisfaction variable at the Ms Glow store in the By Ild center. This study is supported by previous research conducted by Anggraini & Budiarti, (2020). With the results of Price having a positive and significant effect on Customer Satisfaction. Price is very influential on Customer Satisfaction, because consumers will feel satisfaction when shopping if the price used is in accordance with the quality, and the Price at the Ms Glow store in the Lamongan By lid center is able to compete with similar products in other stores.

H2: The Effect of Product Quality on Customer Satisfaction

Price variable has a positive and significant influence on the Customer Satisfaction variable at the Ms Glow store in the center of By IID Center. This study has the same results as previous researchers conducted by Feriska et al., (2022) by having the results of the Product Quality variable having a positive and significant effect on Customer Satisfaction. Product Quality has a very important influence on Customer Satisfaction, therefore the Ms Glow Central Lamongan By IID Center store always maintains Product Quality starting from product packaging, product durability and product safety, so that consumers feel satisfied.

H3: The Influence of Social Media Marketing on Customer Satisfaction

Price variable has a positive and significant influence on the Customer Satisfaction variable at the Ms Glow store in the By IID Center lamongan center. Based on previous research by Astuti & Abdurrahman, (2022), it has the same results as this research, namely Social Media Marketing has a positive and significant effect on Customer Satisfaction. With the existence of social media store, Ms Glow does marketing using several social media well and according to consumer expectations, consumers will feel satisfied.

H4: The Influence of Brand Image on Customer Satisfaction

Price variable has a positive and significant influence on the Customer Satisfaction variable at the Ms Glow store in the By IID Center. This research is also the same as the results of the research conducted by Efendi et al., (2020), with the results of Brand Image having a positive and significant effect on Customer Satisfaction. The influence of Brand Image on Customer Satisfaction will increase brand value, and respondents quite agree that Ms. Glow has a Brand Image to the public by always paying attention to quality and maintaining trust in consumers.

H5: Effect of Price on Buying Interest

Price variable has a positive and significant influence on the Customer Satisfaction variable at the Ms Glow store in the lamongan center By IID Center. This research is supported by researchers conducted by Muhtarom et al., (2022), and the results show that the Price variable has a positive and significant influence on Buying Interest. Price has an influence on Buying Interest, therefore Ms Glow products offer very affordable prices to all people while still paying attention to quality, and the prices given are in accordance with consumer needs so that consumers are interested in always buying Ms Glow products.

H6: The Effect of Product Quality on Buying Interest

Price variable has a positive and significant influence on the Customer Satisfaction variable at the Ms Glow store in the lamongan center By IID Center. This research is also in line with previous research conducted by (Feriska et al., 2022), with the results of Product Quality having a positive and significant effect on consumer Buying Interest. Ms Glow always pays attention to quality by maintaining product safety when used and has a long durability, not only that Ms Glow products have beautiful and attractive packaging, so consumers are very interested in buying them.

H7: The Effect of Social Media Marketing on Buying Interest

Price variable has a positive and significant influence on the Customer Satisfaction variable at the Ms Glow store in the lamongan center By IID Center. The results of this study are also the same as the research conducted by Ardhiansyah & Marlana, (2021), with the results of Social Media Marketing having a positive and significant effect on consumer Buying Interest. In today's era, social media is very important, therefore the Ms Glow store does product marketing by uploading Ms Glow products that are very attractive and giving discounts on certain days, so that consumers are interested in buying.

H8: The Influence of Brand Image on Buying Interest

Price variable has a positive and significant influence on the Customer Satisfaction variable at the Ms Glow store in the lamongan center By IID Center. The results of the same research as the research conducted by Muhtarom et al., (2022), the results of the study, namely Brand Image, have a positive and significant effect on Buying Interest. With the creation of Ms Glow products, it is able to provide society for consumers who have normal skin and those who have problems by creating many types of Ms Glow products that are suitable for consumers' skin, and the products have been registered with BPOM, so that consumers believe in the Ms Glow brand.

H9: The Effect of Buying Interest on Customer Satisfaction

Price variable has a positive and significant influence on the Customer Satisfaction variable at the Ms Glow store in the lamongan center By IID Center. This study has the same results as those conducted by Wahyuni et al., (2022), whose results show that Buying Interest has a positive effect on Customer Satisfaction. With the increase in Buying Interest because Ms. Glow products always provide the best service and have a strategy in introducing products such as through social media, participating in certain events, then doing massive discounts, and of course Ms. Glow always provides skin needs for consumers, so that consumers are interested and feel a good fit for Ms Glow. This has an impact on Customer Satisfaction at the Ms Glow store in the Lamongan By IID Center.

CONCLUSION AND SUGGESTION

Based on the results of the analysis conducted, it can be concluded that in the R-Square test, the variables Price, Product Quality, Social Media Marketing, and Brand Image on Purchase Intention and consumer satisfaction are considered strong. Furthermore, based on the mediation test data, the variables of Price, Product Quality, and Social Media Marketing on consumer satisfaction, when mediated by Purchase Intention, can be classified as partial mediation. Meanwhile, Brand Image on consumer satisfaction, when mediated by Purchase Intention, can be classified as non-mediation.

Additionally, based on the hypothesis test data, it is concluded that Price has a positive and significant effect on consumer satisfaction for Ms Glow Pusat Lamongan By IID Center products, and this is accepted. Product quality has a significant positive effect on consumer satisfaction with Ms Glow Pusat Lamongan By IID products, and this is deemed accepted; Social Media Marketing has a significant positive effect on consumer satisfaction with Ms Glow Pusat Lamongan By IID products, and this is deemed accepted; Brand image has a significant positive effect on consumer satisfaction with Ms Glow Pusat Lamongan By IID products, and this is deemed accepted; Price has a significant positive effect on interest in Ms Glow Pusat Lamongan By IID products, and this is deemed accepted; Product quality has a significant positive effect on the purchase intention of Ms Glow Pusat Lamongan By IID products, and this is deemed accepted. Social media marketing has a significantly positive influence on the purchase intention for Ms Glow Pusat Lamongan By IID products, and is therefore accepted; Brand image has a significantly positive influence on the purchase intention for Ms Glow Pusat Lamongan By IID products, and is therefore accepted; Purchase intention has a significantly positive influence on consumer satisfaction for Ms Glow Pusat Lamongan By IID products, and is therefore accepted.

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