

The Role of Customer Satisfaction Mediation on the Effect of Customer Value and Product Quality on Men's Cosmetic Customer Loyalty

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Abstract

This research aims to analyze the mediating role of customer satisfaction on the influence of Customer Value and product quality on Kahf cosmetics customer loyalty. The sample in this research was 100 respondents. The sampling technique uses with Purposive Sampling type. The data collection technique was a survey method, and the research instrument was a questionnaire. The test results in this research used the outer model, inner model, and hypothesis testing in the SmartPLS 3.2 program. The results of this research prove that (1) Customer Value has no significant effect on customer loyalty, (2) Product quality has a positive and significant effect on customer loyalty, (3) Customer Value has a positive and significant effect on customer satisfaction, (4) Product quality has an effect positive and significant on customer satisfaction, (5) Customer satisfaction has a positive and significant effect on customer loyalty, (6) Customer satisfaction significantly mediates the effect of Customer Value on customer loyalty, (7) Customer satisfaction significantly mediates the effect of product quality on customer loyalty. The findings of this research have implications for Kahf cosmetics in studying customer loyalty, and it is hoped that this research can become a reference for companies in designing strategies to increase customer loyalty.

Keywords:

Customer Value, Customer Satisfaction, Kahf Cosmetics, Product Quality, Customer Loyalty

INTRODUCTION

Not only do women pay attention to their appearance, but men are also increasingly conscious of their appearance. This situation has led to a broad and highly expansive business reach for the cosmetics market. According to data from the Central Statistics Agency (BPS), the cosmetic industry in Indonesia, which includes the pharmaceutical, chemical, and traditional medicine sectors, experienced a growth rate of 9.61% in 2021. Furthermore, the Indonesian Food and Drug Administration (BPOM RI) recorded an increase in cosmetic companies by 20.6%. The number of cosmetic industries, which initially stood at 819, increased to 913 from 2021 to July 2022 (Direktorat Pengawasan Kosmetik, 2022). The growth of the cosmetic industry will undoubtedly impact the level of business competition, prompting industry players to pay attention to consumer behavior (Hasibuan, 2022). Consumer behavior can be seen partly through customer loyalty to a product. Customer loyalty is considered a key factor in determining sales levels. Many consider this as a strategy to increase product sales. Customer loyalty is also essential for a business because maintaining a good customer

relationship can help a business thrive and have a strong foundation. Customer loyalty is a way to ensure the sustainability of a company, as loyal customers exhibit behaviors such as an intention to repurchase, an intention to recommend, an intention to engage in positive word-of-mouth, and an intention to prefer and not be influenced by offers from other products (Hasfar et al., 2020). Several factors influence customer loyalty, including customer value (Hasfar et al., 2020), product quality (Sapitri et al., 2020; Mahsyar and Surapati, 2020), and customer satisfaction (Ritonga and Ganyang, 2020; Khairawati, 2019).

High customer value is one of the main motivations for retaining customers and preventing them from switching to competitors. Customers tend to stay loyal if they perceive that the ratio of what they expect is in line with what the company provides. Customer value influences customer behaviour and intentions to remain loyal to the product provider by offering superior value to the customers themselves. Customer value is crucial because it gives companies an understanding of what customers want, and it is also essential for customers as they can benefit from the products they acquire at a cost (Hasfar et al., 2020). Companies that understand customer value can predict customer product preferences, providing more significant benefits than expected and fostering customer loyalty. The greater the customer value or the benefits customers obtain in using a product or service, the stronger their loyalty will become. Conversely, lower customer value will decrease customer loyalty (Arfifahani, 2018).

In addition to customer value, other factors, such as product quality, can influence customer loyalty. Product quality reflects a product's ability to deliver results or performance that meets or even exceeds customer expectations. Quality is generally a key criterion for product selection, as customers demand products that meet their expectations. Product quality can be an effective way to create customer loyalty. Companies continuously improving their product quality will gain customer loyalty (Syahwi and Pantawis, 2021). Product quality directly impacts customer loyalty, with better product quality leading to increased loyalty. On the other hand, lower product quality results in decreased customer loyalty.

Customer satisfaction is also a factor that can influence customer loyalty. Customer satisfaction reflects a customer's evaluation of a product's perceived value with their expectations. If the received value does not align with their expectations, customers will experience dissatisfaction. On the other hand, if the received value exceeds their expectations, customers will feel satisfied. Creating customer satisfaction is an effort to cultivate loyal customers. Customer satisfaction is achieved when customers observe product quality and compare it to their standards or expectations, which results in fulfilling their needs and expectations. This satisfaction can lead to several benefits, including harmonious relationships between the company and customers, the foundation for repeat purchases, fostering customer loyalty, and generating word-of-mouth recommendations, which can be advantageous for the company (Mahsyar and Surapati, 2020).

Customer satisfaction will significantly impact customer loyalty when the product consumed by the customer meets their expectations and desires. If customer satisfaction is achieved, the customer will become loyal, as evidenced by actions such as repurchase intentions, the intention to recommend, positive word-of-mouth intentions, and preference (Arfifahani, 2018). In other words, higher levels of customer satisfaction will increase customer loyalty.

Customer satisfaction can mediate the influence of product quality on customer loyalty. This indicates that product quality, when accompanied by customer satisfaction, will affect customer loyalty to a product. Customer satisfaction can also mediate the impact of customer value, and when combined with customer satisfaction, it influences customer loyalty. The influence of customer value is directly proportional to customer satisfaction, meaning that the greater the value/benefit customers receive, the higher their satisfaction will be, and increased customer satisfaction can strengthen customer loyalty.

This study on customer loyalty will be tested among users of Kahf cosmetics. Kahf Cosmetics is a famous men's cosmetic brand in Indonesia produced by PT Paragon Technology and Innovation. Research on customer loyalty for Kahf cosmetics is necessary due to the high competition in the cosmetics business, and it is essential to assess customer retention levels. Additionally, Kahf cosmetics are primarily used by men, making it an interesting subject for research, as most studies on cosmetics typically focus on female respondents (Indah et al., 2022). This study aims to understand the mediating role of customer satisfaction in the influence of customer value and product quality on customer loyalty for Kahf cosmetics.

LITERATURE REVIEW

Consumer Behavior

Sangadji and Shopiah (2018) argue that consumer behavior is a discipline that studies the behavior of individuals, groups, and organizations, as well as the processes consumers use to select, use products, and consume goods or services, and conclude with post-purchase actions, such as feelings of satisfaction or dissatisfaction. Three main factors influence consumer behavior in making decisions including psychological factors (encompassing perception, motivation, learning, attitude, and personality), situational factors (including shopping environment, shopping time, product usage, and purchase conditions), and social factors (covering regional regulations, family, reference groups, social class, and culture).

Customer Loyalty

According to Kotler and Keller (2016), customer loyalty is a deep commitment to buy or support favored products in the future, even though situational influences and company efforts may potentially lead customers to switch. Several factors can influence customer loyalty, such as customer satisfaction with the perceived product (satisfaction), emotional attachment to a product that can affect customer loyalty (emotional bonding), and customer trust in a brand that can influence customers to purchase other product lines offered by that brand (trust) (Manap et al., 2023). Customer loyalty is closely related to customer value and customer satisfaction. customer value relates to the value perceived by customers, and customers will choose products that can fulfill their needs or desires with the highest perceived value. This means that the higher the value a customer receives, the more satisfied they are with the value provided by the product or service. Satisfied customers will repeat product or service purchases, making them more likely to become loyal customers. Good product quality will make customers happy and satisfied, leading to customer loyalty. Conversely, a decline in product quality can disappoint customers, causing them to switch to a competitor (Manap et al., 2023). The indicators of customer loyalty in this research, adapted from the studies of Agistia and Nurcaya (2019), Mahsyar and Surapati (2020), Ilfana and Trihudiyatmanto (2022), include: a.) Repeat

purchases, b.) Regular usage, c.) No switching to competing products, d.) Brand as the top choice, e.) Recommending the product to others, f.) Purchasing other product variants, g.) Brand as the primary choice.

Customer Satisfaction

Customer satisfaction is the level of contentment perceived by customers resulting from comparing the performance or outcome of a product with their expectations. Customer satisfaction can be measured using several methods, such as a.) Complaint and suggestion systems, b.) Ghost shopping (mystery shopping), c.) Identifying why customers stop buying products or switch to competitors, d.) Conducting customer satisfaction surveys, e.) Direct measurements with questions about customers' satisfaction after consuming a product (Halim et al., 2021).

Hurriyati (2018) revealed that there is an influence between customer value, customer satisfaction, and customer loyalty. The greater the customer value perceived by customers, the higher customer satisfaction and stronger customer loyalty. By adding customer value beyond customer expectations, customer satisfaction is achieved. If customer satisfaction is improved, it can enhance customer loyalty.

The indicators of customer satisfaction in this research, adapted from the studies of Nurhalimah and Nurhayati (2019), Usvela et al. (2019), and Darmawan (2019), are as follows: a.) Conformity to customer expectations, b.) Satisfaction with product quality, c.) Satisfaction with price, d.) Satisfaction with brand image, e.) Enjoyment in using the product, f.) No complaints while using the product, g.) Experiences gained from using the product, h.) Sharing positive aspects of the product.

Customer Value

Halim et al. (2021) state that customer value is the customer's perception of value in terms of higher quality offered compared to competitors. The higher the perceived customer value, the greater the opportunity for purchase.

Hurriyati (2018) revealed an influence between value, satisfaction, and loyalty. The higher the perceived value, the higher customer satisfaction and loyalty. By adding value beyond customer expectations, customer satisfaction is achieved. If customer satisfaction is maintained and improved, it can enhance customer loyalty. There are three approaches to creating superior customer value: a.) Strategies to increase sales, reduce the cost of price increases, and provide solutions to improve customer performance (Economic value to the customer), b.) Creating the perception that the company's products have advantages over competitors and offer more significant benefits (Differential advantage), c.) Shaping attributes, benefits, and personalization of the company's brand (Brand development).

The indicators used in this study to measure customer value were developed from the research by Wiwoho (2018) and include: a.) Emotional value (fit and comfort), b.) Social value (self-confidence), c.) Quality value (trusted quality), d.) Cost value (price-quality suitability), e.) Benefit value (perceived benefits), f.) Competitive advantage value compared to competitors.

Product Quality

Product quality is the combination of product attributes and characteristics that determine how well the output can meet customer needs or assess to what extent the product's attributes and characteristics fulfill customer requirements (Indrasari, 2019).

The indicators used in this study to measure product quality, developed from the research by Syahwi and Pantawis (2021) and Darmawan (2019), include: a.) Product performance, b.) Durability, c.) Conformance to specifications, d.) Product appearance, e.) Reliability, f.) Aesthetics, g.) Overall quality assessment, h.) Ease of use.

METHODS

This research adopts a quantitative approach. The sample in this study comprises 100 respondents from the customer population of Kahf cosmetics in Yogyakarta, Indonesia. The sampling technique employed is Non-Probability Sampling, specifically Purposive Sampling. The sample criteria established for this research are as follows: a.) Respondents had purchased and used Kahf products at least twice in the last six months when the study was conducted, b.) Respondents are male and are at least 17 years old, assuming they are adults and capable of understanding the questionnaire content well. The data collection technique used is the survey method, and the research instrument used is a questionnaire. The questionnaire is measured using a 5-level Likert scale with categories ranging from strongly disagree (score 1) to agree (score 5) strongly. The results in this study employ an outer model to test validity and reliability, an inner model to test the coefficient of determination and path coefficient values, and hypothesis testing using the SmartPLS 3.2 program.

Indicators for customer loyalty include repurchasing, using the product regularly, not switching to competing products, considering the brand the best choice, recommending the product to others, purchasing other product variants, and selecting the brand as the top choice (Agistia and Nurcaya, 2019; Mahsyar and Surapati, 2020; Ilfana and Trihudiyatmanto, 2022). Indicators for customer satisfaction include conformity to customer expectations, satisfaction with product quality, satisfaction with price, satisfaction with brand image, enjoyment in using the product, absence of complaints while using the product, experiences gained from using the product, and sharing positive aspects of the product (Nurhalimah and Nurhayati, 2019; Usvela et al., 2019; Darmawan, 2019). Indicators for customer value include emotional value (fit and comfort), social value (self-confidence), quality value (trusted quality), cost value (price-quality suitability), benefit value (perceived benefits), and competitive advantage value compared to competitors (Wiwoho, 2018). Indicators for product quality include product performance, durability, conformance to specifications, product appearance, reliability, aesthetics, overall quality assessment, and ease of use (Syahwi and Pantawis, 2021; Darmawan, 2019).

RESULT AND DISCUSSION

Respondent Profile

The characteristics of 100 respondents based on age, highest education level, occupation, length of product usage, the number of purchases in the last six months, frequently purchased products, and the main factors influencing their purchases will be displayed in Table 1.

Table 1. Respondent Profile

Criteria	Frequency	Percentage
Age		
17 – 20	8	8%
20 – 25	55	55%
26 – 30	24	24%
> 30	13	13%
Total	100	100%
Graduate		
Senior High School	35	35%
Associate degree	12	12%
Bachelor's Degree	53	53%
Total	100	100%
Occupation		
Student	34	34%
Civil Servant	13	13%
Private Sector Employee	36	36%
Entrepreneur	16	16%
Government Employee	1	1%
Total	100	100%
Use Period		
< 1 Year	24	24%
1 – 2 Years	59	59%
> 2 Years	17	17%
Total	100	100%
Last Purchase Amount		
Twice	45	45%
> Twice	55	55%
Total	100	100%
An oft-bought type of product		
Kahf Face Wash	59	59%
Kahf Body Wash	13	13%
Kahf Perfume	22	22%
Kahf Deodorant	6	6%
Total	100	100%
Reasons for purchasing		
Product Quality	70	70%

continued

Popular Brand	14	14%
Price	16	16%
Total	100	100%

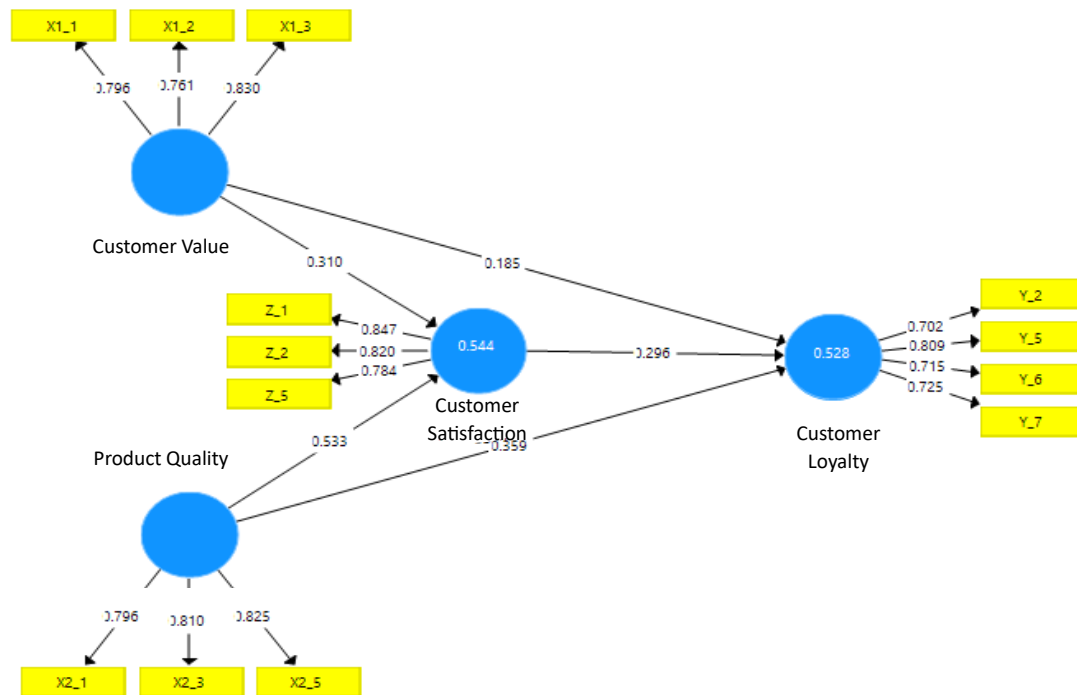
Measurement Model (Outer Model)

Testing on the *Measurement Model* provides values for validity and reliability analysis. The testing conducted on the *Measurement Model* is evaluated through convergent validity and discriminant validity. Reliability testing is evaluated through *composite reliability* and *Cronbach's alpha*.

Table 2. Convergent Validity

Variable	Indicator	Loading Factor	Conclusion
Customer Value	X1_1	0,796	Valid
	X1_2	0,761	Valid
	X1_3	0,830	Valid
Product Quality	X2_1	0,796	Valid
	X2_3	0,810	Valid
	X2_5	0,825	Valid
Customer Satisfaction	Z_1	0,847	Valid
	Z_2	0,820	Valid
	Z_5	0,784	Valid
Customer Loyalty	Y_2	0,702	Valid
	Y_5	0,809	Valid
	Y_6	0,715	Valid
	Y_7	0,725	Valid

The results of the convergent validity test using SmartPLS 3.2, as shown in Table 2, indicate that the indicators (constructs) for each research variable produce loading factor values > 0.7 . The result suggests that this study's indicators (constructs) are valid. Here is a visual representation of the results from the structural outer model.



Picture 1. Outer Loadings Data Processing Results

Research validity testing is obtained through several stages, including Convergent Validity in Outer Loadings (loading factor), Average Variance Extracted (AVE), and Discriminant Validity in the form of Cross Loadings.

The next step in convergent validity testing involves using the Average Variance Extracted (AVE) values with the following results.

Table 3. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Customer Value	0,634
Product Quality	0,668
Customer Satisfaction	0,656
Customer Loyalty	0,546

Table 3 shows the results indicating that all variables have met the AVE criteria, with the expected minimum value of 0.5. This demonstrates that the convergent validity test is acceptable.

Discriminant validity testing using the Fornell-Larcker Criterion is performed by comparing the square root of AVE with other latent variables. The concept that should be met is that the correlation or the square root of AVE with the construct of the variable itself should be greater than that with the constructs of other variables. This is observed in the diagonal and vertical directions within each column of variables.

Table 4. Fornell-Larcker Criterion

	Customer Value	Customer Satisfaction	Product Quality	Customer Loyalty
Customer Value	0.796			
Customer Satisfaction	0.576	0.817		
Product Quality	0.500	0.687	0.810	
Customer Loyalty	0.536	0.650	0.656	0.739

Table 4 shows that the square root of AVE values for the variable customer value with itself is 0.796, indicating that the square root of AVE for customer value with itself is greater than other variables. Similarly, the square root of AVE for Customer Satisfaction is 0.817, for Product Quality is 0.810, and for Customer Loyalty is 0.739. Therefore, it can be concluded that the instruments used in this research meet the discriminant validity criteria.

The next step in discriminant validity testing is using Cross Loadings. Cross Loadings are the Outer Loading values of a constructed variable, and they should have higher values with their variable compared to other variables.

Table 5. Cross Loadings

	Customer Value	Customer Satisfaction	Product Quality	Customer Loyalty
X1_1	0.796	0.478	0.446	0.440
X1_2	0.761	0.411	0.342	0.380
X1_3	0.830	0.482	0.400	0.455
X2_1	0.388	0.575	0.796	0.538
X2_3	0.406	0.547	0.810	0.504
X2_5	0.421	0.547	0.825	0.550
Y_2	0.346	0.524	0.504	0.702
Y_5	0.407	0.479	0.518	0.809
Y_6	0.417	0.476	0.510	0.715
Y_7	0.414	0.435	0.391	0.725
Z_1	0.511	0.847	0.673	0.632
Z_2	0.515	0.820	0.483	0.464
Z_5	0.375	0.784	0.500	0.472

Table 5 shows that the *Outer Loadings* of each indicator with their respective variables are higher than their relationships with other construct variables. The results of the *Fornell-Larcker Criterion* and *Cross Loadings* calculations indicate that the research's discriminant validity confirms its validity.

The results of convergent and discriminant validity testing indicate the research's validity.

Research reliability testing employs Composite Reliability and Cronbach's Alpha values, with an expected minimum of 0.7. Here are the values of Composite Reliability and Cronbach's Alpha for the study:

Table 6. Composite Reliability dan Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability
Customer Value	0.711	0.838
Customer Satisfaction	0.754	0.858
Product Quality	0.738	0.851
Customer Loyalty	0.721	0.827

Table 6 indicates that each variable's *Composite Reliability* and Cronbach's Alpha values meet the minimum criterion of 0.7. This confirms that the research's reliability is acceptable. The Composite Reliability values are also higher than the Cronbach's Alpha values, indicating that all research variables meet the criteria for reliability, which is suitable as a basis for Structural Equation Modeling (SEM) analysis using SmartPLS. The results of validity and reliability measurements using the Measurement Model above demonstrate that the data collection instrument used in this research is valid and reliable.

Structural Model (Inner Model)

The coefficient of determination (R^2) testing is categorized into three levels based on the *R-Square* values. If the *R-Square* value is (0.67), it means strong, (0.33) means moderate, and (0.19) means weak (Musyaffi et al, 2021).

Table 7. Determation Coefficient (R^2)

	R Square	R Adjusted Square
Customer Satisfaction	0.544	0.535
Customer Loyalty	0.528	0.514

These values indicate that the contribution of the influence of the customer value, Product Quality, and Customer Satisfaction variables on the Customer Loyalty variable is 52.8%, and the remaining 47.2% is influenced by other variables outside of those not included in this study. The *R-Square* value for the Customer Loyalty variable can be categorized as moderate because it falls within the range of 0.33 to 0.67.

Table 8. Path Coefficient

	Customer Value	Customer Satisfaction	Product Quality	Customer Loyalty
Customer Value		0.310		0.185
Customer Satisfaction				0.296
Product Quality		0.533		0.359
Customer Loyalty				

Table 8 can be explained as follows:

The relationship between the Customer Value variable and Customer Loyalty has a value of 0.185 if the value is in the range of 0 to 1 then it can be declared a positive effect.

The relationship between the Customer Value variable and Customer Satisfaction has a value of 0.310 if the value is in the range of 0 to 1 then it can be declared a positive effect.

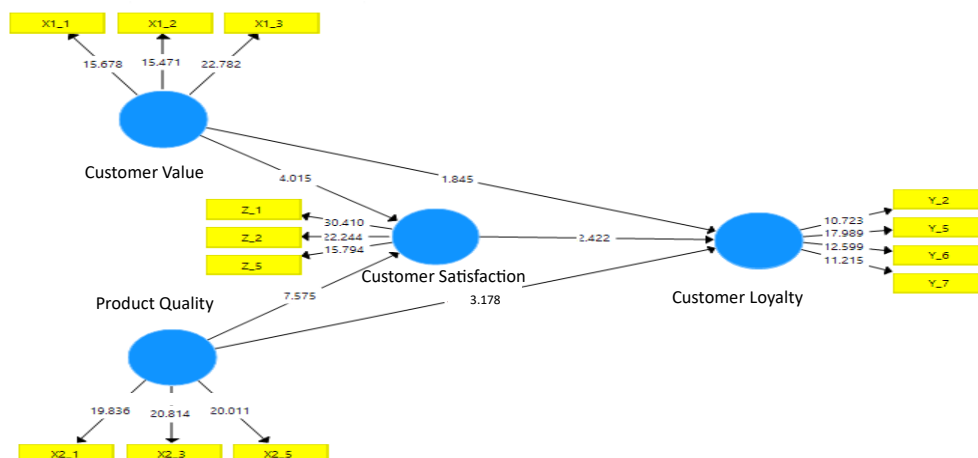
The relationship between the Product Quality variable and Customer Loyalty has a value of 0.359 if the value is in the range of 0 to 1 then it can be declared a positive effect.

The relationship between the Product Quality variable and Customer Satisfaction has a value of 0.533 if the value is in the range of 0 to 1 then it can be declared a positive effect.

The relationship between the Customer Satisfaction variable and Customer Loyalty has a value of 0.296 if the value is in the range of 0 to 1 then it can be declared a positive effect.

Hypothesis Testing

Hypothesis testing in PLS for testing each relationship is performed using a simulation method called Bootstrapping on the sample.



Picture 2. Path Diagram

Hypothesis testing is conducted by comparing the t-statistic or t-value with predetermined thresholds. The rule of thumb applied in this research is that if the t-statistic > t-table with a significance level of p-values < 0.05, the alternative hypothesis proposed is "accepted".

Table 9. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer Value > Customer Satisfaction	0.310	0.312	0.077	4.015	0.000
Customer Value > Customer Loyalty	0.185	0.186	0.100	1.845	0.066
Customer Satisfaction > Customer Loyalty	0.296	0.296	0.122	2.422	0.016
Product Quality > Customer Satisfaction	0.533	0.533	0.070	7.575	0.000
Product Quality > Customer Loyalty	0.359	0.366	0.113	3.178	0.002

Based on Table 9, it can be stated as follows:

Customer Value does not significantly influence Customer Loyalty. The Customer Value variable has a t-statistic value of 1.845 and a p-value of 0.066. The t-statistic value for Customer Value is below the t-table value of 1.96 ($1.845 < 1.96$) with a p-value of $0.344 > 0.05$, so the hypothesis is rejected.

Product Quality positively and significantly influences Customer Loyalty. The Product Quality variable has a t-statistic value of 3.178 and a p-value of 0.002. The t-statistic value for Product Quality is above the t-table value of 1.96 ($3.178 > 1.96$) with a p-value of $0.002 < 0.05$, so the hypothesis is accepted.

Customer Value positively and significantly influences Customer Satisfaction. The Customer Value variable has a t-statistic value of 4.015 and a p-value of 0.000. The t-statistic value for Customer Value is above the t-table value of 1.96 ($4.015 > 1.96$) with a p-value of $0.000 < 0.05$, so the hypothesis is accepted.

Product Quality positively and significantly influences Customer Satisfaction. The Product Quality variable has a t-statistic value of 7.575 and a p-value of 0.000. The t-statistic value for Product Quality is above the t-table value of 1.96 ($7.575 > 1.96$) with a p-value of $0.000 < 0.05$, so the hypothesis is accepted.

Customer Satisfaction positively and significantly influences Customer Loyalty. The Customer Satisfaction variable has a t-statistic value of 2.422 and a p-value of 0.016. The t-statistic value for Customer Satisfaction is above the t-table value of 1.96 ($2.422 > 1.96$) with a p-value of $0.016 < 0.05$, so the hypothesis is accepted.

Table 10. Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer Value > Customer Satisfaction > Customer Loyalty	0.092	0.092	0.046	2.015	0.044
Product Quality > Customer Satisfaction > Customer Loyalty	0.158	0.157	0.069	2.296	0.022

Based on Table 10, it can be explained as follows:

Customer Satisfaction's role in mediating customer value's influence on Customer Loyalty. Based on the testing of H6, a t-statistic value of 2.015 is obtained, which is greater than 1.96 (t-table), and a p-value of 0.044, which is smaller than 0.05 ($p < 0.05$). The path coefficient value is positive at 0.092; therefore, the sixth hypothesis (H6), stating that Customer Satisfaction significantly mediates the influence of Customer Value on Customer Loyalty, is "confirmed."

Customer Satisfaction's role in mediating Product Quality's influence on Customer Loyalty. Based on the testing of H7, a t-statistic value of 2.296 is obtained, which is greater than 1.96 (t-table), and a p-value of 0.022, which is smaller than 0.05 ($p < 0.05$). The path coefficient value is positive at 0.158; therefore, the seventh hypothesis (H7), stating that Customer Satisfaction significantly mediates the influence of Product Quality on Customer Loyalty, is "confirmed."

Customer Value and Customer Loyalty

Customer value does not significantly influence Customer Loyalty, so the first hypothesis (H1) is rejected. This testing explains that in this research, Customer Value is not a factor that affects Customer Loyalty. This means that the Customer Value (customer value/benefit) customers receive when using Kahf cosmetics will not affect Customer Loyalty. The research results align with previous studies conducted by Hasfar et al. (2020), which stated that Customer Value does not significantly influence Customer Loyalty. These research findings indicate that Customer Value will not strongly influence Customer Loyalty.

Product Quality and Customer Loyalty

Product Quality positively and significantly influences Customer Loyalty, so the second hypothesis (H2) is accepted. This testing explains that in this research, Product Quality is a factor that affects Customer Loyalty. The better the Product Quality of Kahf, the stronger the Customer Loyalty towards Kahf products. Conversely, if customers perceive the Product Quality as poor, it will lower Customer Loyalty towards Kahf products. The role of Product Quality in influencing Customer Loyalty has been supported by several previous studies, such as Mahsyar and Surapati (2020) and Cardia et al. (2019). The research findings demonstrate that the better the quality of a product, the more it enhances Customer Loyalty. Conversely, if Product Quality is perceived as poor, Customer Loyalty will decrease.

Customer Value and Customer Satisfaction

Customer Value positively and significantly influences Customer Satisfaction, so the fourth hypothesis (H4) is accepted. This testing explains that in this research, Customer Value is a factor that affects Customer Satisfaction. The greater the Customer Value customers perceive when using Kahf products, the higher their Customer Satisfaction. Conversely, if the Customer Value (Customer Value/benefit) perceived by customers when using Kahf cosmetics is low, it will lower Customer Satisfaction. The role of Customer Value in influencing Customer Satisfaction has been supported by several previous studies, such as Hasfar et al. (2020), Nurhalimah and Nurhayati (2019), and Usvela et al. (2019). The research findings demonstrate that the greater the Customer Value (Customer Value/benefit) perceived by customers when using a product, the higher their Customer Satisfaction. Conversely, if the Customer Value (Customer Value/benefit) perceived by customers when using a product is low, it will lower Customer Satisfaction.

Product Quality and Customer Satisfaction

Product Quality positively and significantly influences Customer Satisfaction, so the fourth hypothesis (H4) is accepted. This testing explains that in this research, Product Quality is a factor that affects Customer Satisfaction. The better the Product Quality of Kahf cosmetics, the higher the Customer Satisfaction. Conversely, if customers perceive the Product Quality as poor, it will lower Customer Satisfaction towards Kahf products. The role of Product Quality in influencing Customer Satisfaction has been supported by several previous studies, such as Syahwi and Pantawis (2021), Darmawan (2019), and Razak (2019). The research findings demonstrate that the better the Product Quality, the higher the Customer Satisfaction. Conversely, if the Product Quality is perceived as poor by customers, it will lower Customer Satisfaction.

Customer Satisfaction and Customer Loyalty

Customer Satisfaction positively and significantly influences Customer Loyalty, so the fifth hypothesis (H5) is accepted. This testing explains that the greater the Customer Satisfaction perceived by customers when using Kahf products, the stronger their Customer Loyalty. Conversely, if the Customer Satisfaction perceived by customers when using Kahf products is lower, it will weaken Customer Loyalty towards Kahf products. The role of Customer Satisfaction in influencing Customer Loyalty has been supported by several previous studies, such as Sapitri et al. (2020), and Suwarsito and Aliya (2020). The research findings demonstrate that greater Customer Satisfaction perceived by customers when using a product will strengthen Customer Loyalty. Conversely, lower satisfaction perceived by customers will weaken Customer Loyalty.

Customer Satisfaction in Mediating the Effect of Customer Value on Customer Loyalty

Customer Satisfaction significantly mediates the influence of Customer Value on Customer Loyalty. This research explains that Customer Value, when accompanied by Customer Satisfaction, affects Customer Loyalty towards Kahf products. The influence of Customer Value is directly related to Customer Satisfaction. In other words, the greater the Customer Value (Customer Value/benefit) customers perceive when using Kahf products, the higher their Customer Satisfaction. Subsequently, the higher the customer's satisfaction with the value/benefit provided by Kahf products, the stronger their Customer Loyalty to Kahf products.

Conversely, if the perceived Customer Value is lower, it will also lead to decreased Customer Satisfaction. As a result, decreased Customer Satisfaction due to the value/benefit provided by Kahf products will weaken Customer Loyalty to Kahf products. The mediating role of Customer Satisfaction influencing Customer Value on Customer Loyalty has been demonstrated by previous research such as Arfifahani (2018). This research finding demonstrates that Customer Value, when accompanied by Customer Satisfaction, affects Customer Loyalty. The influence of Customer Value is directly related to Customer Satisfaction. In other words, the greater the Customer Value (Customer Value/benefit) perceived by customers when using a product, the higher their Customer Satisfaction.

Consequently, the higher the customer's satisfaction with the value/benefit provided by a product, the stronger their Customer Loyalty. Conversely, if the perceived Customer Value is lower, it will also lead to decreased Customer Satisfaction. Decreased Customer Satisfaction due to the value/benefit provided by a product will weaken Customer Loyalty.

Customer Satisfaction in Mediating the Effect of Product Quality on Customer Loyalty

Customer Satisfaction significantly and positively mediates the influence of Product Quality on Customer Loyalty. This research explains that with good Product Quality, customers will feel happy and satisfied with Kahf products and become loyal customers of Kahf products. However, a decrease in Product Quality can disappoint Kahf product customers, who may switch to competitors. The mediating role of Customer Satisfaction influencing Product Quality on Customer Loyalty has been demonstrated by previous research such as Ilfanan and Trihudiatmanto (2022). This research finding demonstrates that with good Product Quality, customers will feel happy and satisfied with the product and become loyal customers. However, if there is a decrease in Product Quality, it can disappoint customers, and they may switch to competitors.

CONCLUSION

The findings in this study explain that customer loyalty to consumer products such as men's cosmetics is significantly affected by product quality and customer satisfaction, whereas customer value fails to affect customer loyalty significantly. The dominant factor influencing customer loyalty regarding Kahf cosmetics is product quality. Efforts to strengthen product quality of Kahf cosmetics can be done by improving performance, conformance to specifications, reliability in order to provide quality products for customers, so as to encourage consumers to make product repurchase efforts. In addition, customer satisfaction plays an important role in terms of increasing customer loyalty, this is evidenced by the full mediation of customer satisfaction on the effect of customer value on customer loyalty to be significant. This means that the mediating role of customer satisfaction is very important because there is no significant influence on the direct influence on customer value on customer loyalty.

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