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Analysis of the Influence of Price, Product Accessibility, and Consumer Emotions on Somethinc Skincare User Satisfaction Among the Young Generation of Bali

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ARTICLE INFO	ABSTRACT
<p><i>Article History:</i> Submitted: 9 February 2024 Reviewed: 15 March 2024 Revision: 29 April 2024 Accepted: 9 May 2024 Publish: 27 September 2024</p> <hr/> <p><i>Keywords:</i> Price, Product Accessibility, Consumer Emotion, Customer Satisfaction, Somethinc Skincare.</p> <hr/> <p><i>Corresponding Author:</i> Adhina Nandatio email: nandatio.adhina@gmail.com</p>	<p>This study aims to analyze the effect of price, product accessibility, and consumer emotions on user satisfaction of Somethinc brand skincare among the younger generation in Bali. This study uses a quantitative approach with an associative research type. The independent variables studied are price (X_1), product accessibility (X_2), and consumer emotions (X_3), while the dependent variable is customer satisfaction (Y). The population of the study was the entire younger generation of Somethinc skincare users in Bali, with a non-probability sampling technique through the purposive sampling method. The sample consisted of 62 respondents selected based on certain criteria such as age 17–30 years and product use for at least the last three months. Data were collected using a questionnaire and tested for validity and reliability before being analyzed using multiple linear regression.</p> <p>The results of the study indicate that partially, price and consumer emotions have a positive and significant effect on customer satisfaction. Simultaneously, the three independent variables are also proven to have a significant effect on the level of user satisfaction of Somethinc skincare products. These findings indicate that a marketing strategy that considers competitive price aspects and positive emotional experiences will have a significant impact on increasing the satisfaction and loyalty of young consumers. The practical implications of these results provide a basis for companies to develop more focused and customer experience-based marketing strategies, especially in the dynamic and competitive skincare market.</p>

INTRODUCTION

The market is a dynamic entity and is constantly undergoing transformation in response to changes in consumer needs, technological developments, socio-economic dynamics, and increasing intensity of business competition. In this rapidly changing environment, companies are not only required to expand and innovate products, but also to deeply understand consumer behavior and preferences (Hafandi et al., 2021; Kunwar, 2023). One of the main performance indicators in assessing a company's success is the level of customer satisfaction. This satisfaction reflects the

extent to which a product or service meets or even exceeds consumer expectations. Customer satisfaction not only affects long-term consumer loyalty but also contributes to the company's reputation that is spread widely through various digital platforms (Kwon et al., 2022; Putri & Albari, 2024).

The role of digital media reinforces the urgency to understand and monitor customer satisfaction levels regularly. Through digital platforms, both positive experiences and complaints can spread very quickly, having a direct impact on brand image and subsequent consumer purchasing decisions (Tsourgiannis & Valsamidis, 2019). Therefore, market research is a strategic tool for companies in reading these dynamics. According to Malhotra (in Waris et al., 2024), systematic and data-based research helps companies understand market behavior and emerging consumer trends. A factorial understanding of customer satisfaction, especially in the context of specialty products such as skincare, is essential for designing effective and relevant marketing strategies (Lombardi et al., 2019).

Skincare products are one of the product categories that are experiencing rapid growth, especially among students. These young consumers are known to have a high awareness of self-care and are very active in seeking information and sharing experiences through social media. In this context, factors such as price, ease of access, and emotional experiences are very important in shaping their level of satisfaction with the skincare products they use. Research by Putri & Albari (2024) shows that service quality on digital platforms helps shape customer loyalty and trust, which ultimately affects their overall satisfaction. The interaction between customers and companies, both through direct and digital services, is also influenced by the emotional aspect of the experience (Chen et al., 2022; Janardhanan & Muthalagu, 2020).

One of the important variables in determining customer satisfaction is price (X1). Price not only reflects the exchange rate in economic transactions but also forms the perception of product value in the eyes of consumers. Priyowibowo et al., (2022) emphasized that price is the main indicator in making purchasing decisions and plays an important role in shaping customer satisfaction. Naibaho et al. (2022) showed that transparent and competitive prices can increase customer loyalty. In the context of skincare products among students in Bali, the perception of reasonable prices and in accordance with product quality greatly influences their level of satisfaction (Hernikasari et al., 2022). Therefore, the first hypothesis (H₁) proposed is: There is a positive and significant influence between price (X1) and customer satisfaction (Y).

Ease of product access (X2) is also an important element in influencing customer satisfaction, especially in the digital era. Today's consumers tend to expect convenience and speed in the purchasing process, both directly in physical stores and through online platforms. (Baisyir & Prasetyo, 2023) stated that the easier it is for consumers to get skincare products, the more likely they are to feel satisfied. Hidayah & Nugroho (2023), and (Jonathan et al., 2024), emphasized that the digitally literate younger generation highly values efficient and fast accessibility. Therefore, in the context of students and college students in Bali, ease of access to skincare products is believed to have a significant effect on customer satisfaction. Based on this, the second hypothesis (H₂) is formulated: There is a positive and significant effect between ease of product access (X2) and customer satisfaction (Y).

In addition to price and accessibility, emotional factors (X3) also influence the level of customer satisfaction. (Grace et al., 2022) explained that emotions play an important role in shaping consumer experiences, especially in the context of products that are directly related to self-image such as skincare. (Sholikhah & Hadita, 2023) found that consumers' emotional reactions to products, both positive and negative, have a direct impact on their satisfaction. A pleasant experience when using skincare products, increased feelings of self-confidence, and other emotional associations are indicators that are no less important than the functional benefits of the product. Suhardi et al. (2022) also emphasized that consumer emotional experiences are a bridge

between product quality and customer satisfaction. Therefore, the third hypothesis (H₃) is formulated as follows: There is a positive and significant influence between emotional factors (X₃) and customer satisfaction (Y).

In a broader context, the influence of price (X₁), ease of product access (X₂), and emotional factors (X₃) simultaneously on customer satisfaction (Y) is important to analyze integratively. These three factors do not stand alone, but interact with each other in shaping customer perceptions and experiences. Comprehensive and thorough research is needed to evaluate the extent to which the combination of these three factors is able to explain variations in customer satisfaction, especially among students and college students who use skincare products in Bali. This understanding is very useful for designing more segmented and targeted marketing strategies. Based on this framework, the fourth hypothesis (H₄) is stated as: Price (X₁), ease of product access (X₂), and emotional factors (X₃) simultaneously have a positive and significant effect on customer satisfaction (Y).

By formulating the four hypotheses, this study aims to provide empirical contributions in understanding the determinants of customer satisfaction in the skincare industry. The findings of this study are expected to be the basis for making business decisions that are more responsive to the needs and preferences of young consumers. In addition, the results of this study can also be a reference for the development of consumer behavior theories that are more contextual to current social, technological, and emotional changes.

RESEARCH METHODOLOGY

This study uses a quantitative approach with the aim of analyzing the influence of price variables, product accessibility, and consumer emotions on user satisfaction of Somethinc brand skincare among the younger generation in Bali. This study is associative because it aims to test the relationship or influence between variables. The independent variables in this study consist of price (X₁), product accessibility (X₂), and consumer emotions (X₃), while the dependent variable is customer satisfaction (Y).

The population in this study was the entire young generation of Somethinc skincare users in Bali. Because the population size could not be identified with certainty, a non-probability sampling technique approach was used, namely purposive sampling. The sample determination was carried out intentionally based on predetermined criteria, namely: (1) respondents aged between 17 and 30 years, (2) domiciled in Bali Province, (3) have used Somethinc brand skincare products for at least the last 3 months, and (4) willing to fill out the questionnaire completely and honestly. Based on these criteria, a sample size of 62 respondents was obtained who met the requirements.

Before the regression analysis was conducted, the research instrument was tested through validity and reliability tests. Validity tests were conducted to determine the extent to which the question items in the questionnaire were able to measure the intended construct, using the Pearson Product Moment correlation. Validity criteria were determined by comparing the calculated *r* value with the *r* table at a certain level of significance. Meanwhile, reliability tests were conducted to ensure the internal consistency of the measurement instrument using the Cronbach's Alpha value. The instrument is considered reliable if the alpha value is greater than 0.70.

After the instrument is declared valid and reliable, the next step is to conduct a classical assumption test as a prerequisite for multiple linear regression analysis. The classical assumption test in this study includes three types of tests, namely the normality test, the multicollinearity test, and the heteroscedasticity test. The normality test aims to determine whether the residual data in the regression model is normally distributed. This test is carried out using the Kolmogorov-Smirnov or Shapiro-Wilk method, and can be strengthened through graphic interpretations such as PP Plots and histograms. Data is declared normally distributed if the significance value obtained is greater than 0.05. Furthermore, the multicollinearity test is used to detect high correlations between independent variables. This test is carried out by observing the Variance Inflation Factor (VIF) value

and the Tolerance value. If the VIF value is less than 10 and the Tolerance value is more than 0.1, it can be concluded that there is no multicollinearity in the model. The last test is the heteroscedasticity test which aims to determine whether there is inequality in the variance of the residuals in the regression model. The test was conducted using the Glejser method, with the criteria that there is no heteroscedasticity if the significance value is greater than 0.05 or if the point distribution pattern on the residual scatterplot graph shows a random distribution and does not form a particular pattern.

Data analysis was conducted using multiple linear regression techniques to determine the extent to which price variables (X_1), product accessibility (X_2), and consumer emotions (X_3) affect customer satisfaction (Y), both partially and simultaneously. The multiple linear regression equation used in this study can generally be stated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Where:

Y = Customer Satisfaction

X_1 = Price

X_2 = Product Accessibility

X_3 = Consumer Emotions

α = Constants

$\beta_1, \beta_2, \beta_3$ = Regression coefficient of each independent variable

ϵ = Error term

Through this analysis, the study aims to identify the significant influence of the three independent variables on customer satisfaction of Somethinc product users. The results of this study are expected to contribute to marketing strategies based on understanding consumer behavior, especially among the younger generation of Bali.

RESULTS AND DISCUSSION

Results of Instrument Validity and Reliability Testing

Before conducting the regression analysis, validity and reliability testing were first conducted on the research instrument which included four variables, namely: price, ease of access, emotional factors, and customer satisfaction. Validity testing was conducted using the Pearson Product Moment correlation between item scores and total scores, while reliability testing used the Cronbach's Alpha value.

Validity Test

Table 1 presents the results of the validity test of the research instrument for the four variables tested, namely price, ease of access, emotional, and satisfaction. Each variable consists of a number of items that are tested using correlation analysis techniques to determine their validity. The range of calculated r values displayed for each variable indicates the extent to which the items in the instrument can be relied on to measure the intended construct.

Table 1 Results of Research Instrument Validity Test

Variables	Number of Items	Range r Count	Information
Price	4 items	0.612 – 0.755	Valid
Ease of Access	5 items	0.584 – 0.791	Valid
Emotional	5 items	0.601 – 0.822	Valid
Satisfaction	5 items	0.645 – 0.840	Valid

Source: Results of research data analysis

Based on the table, all variables in this study show a calculated r value in the range of 0.584 to 0.840, all of which are declared valid. This shows that each item used to measure the variables of price, ease of access, emotional, and satisfaction has good ability in measuring the intended construct, so that this research instrument can be considered valid and can be used for further analysis.

Reliability Test

Next, a reliability test was conducted to determine the internal consistency of the instrument using Cronbach's Alpha. The criteria used are if the Cronbach's Alpha value > 0.70 then the instrument is declared reliable (Ghozali, 2021).

Table 2 Results of Research Instrument Validity Test

Variables	Cronbach's Alpha	Information
Price	0.781	Reliable
Ease of Access	0.806	Reliable
Emotional	0.833	Reliable
Satisfaction	0.847	Reliable

Source: Results of research data analysis

The test results show that all variables have a Cronbach's Alpha value above 0.70, so that all instruments used in this study are declared reliable and suitable for further analysis.

Descriptive Statistics

Table 3 presents the results of descriptive statistical analysis of the four variables studied, namely price, access, emotional, and satisfaction, based on 62 respondents. These descriptive statistics include the minimum, maximum, average (mean), and standard deviation values for each variable, which provide an overview of the distribution of the data obtained.

Table 3. Descriptive statistical analysis

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Price	62	7.00	20.00	15.6613	3.22360
Access	62	9.00	30.00	22.9355	4.60175
Emotional	62	9.00	30.00	23.4516	5.03326
Satisfaction	62	13.00	35.00	28.3226	5.38600
Valid N (listwise)	62				

Source: Results of research data analysis

Based on the table, it can be concluded that the average value for each variable shows a certain tendency, with the satisfaction variable having the highest average (28.3226) and the price variable having the lowest average (15.6613). The relatively large standard deviations in several variables, such as emotional (5.03326) and satisfaction (5.38600), indicate significant variations in respondents' perceptions of these factors. These results provide important insights into understanding data distribution and variability in this study.

Classical Assumption Test

Before interpreting the multiple linear regression model, a classical assumption test is first performed to ensure that the regression model meets the BLUE (Best Linear Unbiased Estimator) requirements. The classical assumption tests used in this study include the normality test to test the residual distribution, the multicollinearity test to check for a high linear relationship between

independent variables, the heteroscedasticity test to ensure that the residual variance is constant, and the autocorrelation test to evaluate the relationship between residuals at different times.

**Normality Test
Residual Graphical Analysis**

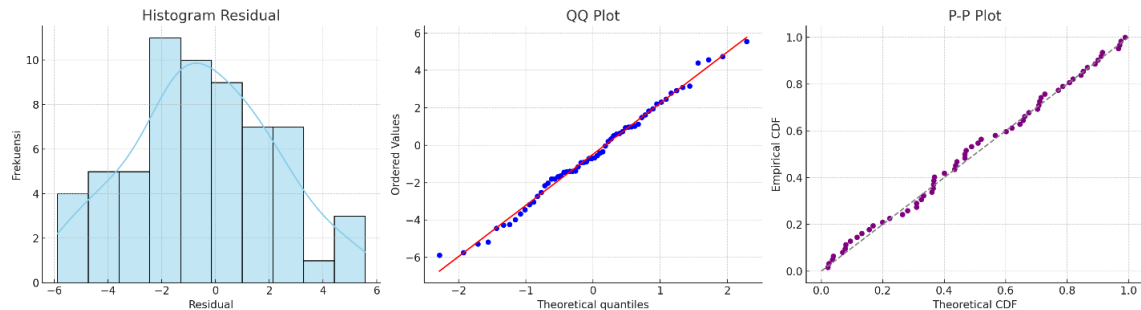


Figure 1 Residual Histogram, QQ Plot, and PP Plot Research

Based on the results of the graphical normality test displayed through the residual histogram, QQ Plot, and PP Plot, it can be concluded that the residual data in the regression model is distributed approximately normally. The residual histogram shows a bell-shaped curve, indicating a symmetrical distribution of the residuals. The QQ Plot shows that most of the residual points are around the diagonal line, indicating conformity with the normal distribution. The same thing is also seen in the PP Plot, where the data points follow the diagonal line consistently, strengthening the evidence that the residual normality assumption is met. Thus, it can be concluded that the regression model meets the residual normality assumption required for linear regression analysis.

Normality test with Kolmogorov-Smirnov Statistical Test conducted to determine whether the residual distribution of multiple linear regression models follows a normal distribution. Table 6 below presents the results of the residual normality test with Kolmogorov-Smirnov:

Table 4. Results of the Kolmogorov-Smirnov Normality Test

Statistics	Mark
N	62
Mean Residual	0.000000
Std. Dev.	3,024
Kolmogorov-Smirnov Z	0.50069
Asymp. Sig. (2-tailed)	0.46667

Source: Results of research data analysis

Based on Table 4, the results of the Kolmogorov-Smirnov normality test, the Asymp. Sig. (2-tailed) value is 0.46667 which is greater than the significance level of 0.05, so it can be concluded that the residual data is normally distributed. This shows that the multiple linear regression model in this study has met the normality assumption, which is one of the important requirements in the classical assumption test to ensure the validity of the regression parameter estimates.

Multicollinearity Test

The multicollinearity test aims to determine whether there is a linear relationship between independent variables. The test is carried out by looking at the Tolerance and Variance Inflation Factor (VIF) values. Based on Table 5, the results of the multicollinearity test, it is known that all independent variables, namely price, access, and emotional have a tolerance value above 0.10 and a Variance Inflation Factor (VIF) value below 10. The tolerance value for the price variable is 0.515, access is 0.487, and emotional is 0.462, while the VIF values are 1.347; 1.426; and 1.503,

respectively. This shows that there are no symptoms of multicollinearity among the independent variables in the regression model, so that each independent variable can be used simultaneously in the analysis without disturbing the stability of the regression parameter estimates.

Table 5. Multicollinearity Test Results

Variables	Tolerance	VIF
Price	0.515277778	1,347
Access	0.486805556	1,426
Emotional	0.461805556	1,503

Source: Results of research data analysis

Heteroscedasticity Test

The heteroscedasticity test is conducted to determine whether there is inequality of residual variance (homoscedasticity). The heteroscedasticity test in this study was conducted using the Glejser Test.

Table 6. Heteroscedasticity Test Results

Variables	Sig. (Glejser Test)
Price	0.285416667
Access	0.386111111
Emotional	0.234027778

Source: Results of research data analysis

Based on Table 6, the results of the heteroscedasticity test using the Glejser method, the significance value for the price variable is 0.2854, access is 0.3861, and emotional is 0.2340. All of these significance values are greater than the significance level of 0.05, so it can be concluded that there are no symptoms of heteroscedasticity in the regression model. Thus, the residual variance can be considered homogeneous (constant), which means that one of the classical assumptions of multiple linear regression has been met and the model is feasible for use in further analysis.

Autocorrelation Test

Table 7 presents the results of the autocorrelation test using the Durbin-Watson (DW) statistic to evaluate whether there is autocorrelation in the regression model used in this study. This autocorrelation test is important to ensure that the data used in the analysis does not contain a systematic relationship pattern between the residuals of the regression model.

Table 7. Autocorrelation Test Results (Durbin-Watson Test)

Test Statistics	Mark	Assessment criteria	Conclusion
Durbin-Watson (DW)	1,921	Values approaching 2 indicate no autocorrelation.	There is no autocorrelation

Source: Results of research data analysis

Based on the results of the Durbin-Watson test which showed a value of 1.921, which is close to the number 2, it can be concluded that there is no autocorrelation in the data. This indicates that the regression model used in this study does not experience autocorrelation problems, so that the results of the analysis obtained can be considered valid and reliable.

Based on the results of the classical assumption test, it can be concluded that the multiple linear regression model in this study has met the classical assumptions. Thus, the regression model is suitable for testing the influence of Price, Access, and Emotional variables on Customer Satisfaction.

Multiple Linear Regression Analysis

Table 8. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	3.825	1,490			2,566	.013
Price	.675	.213	.404		3.174	.002
Access	.120	.120	.102		1.002	.320
Emotional	.477	.133	.445		3,594	.001

Source: Results of research data analysis

Based on the results of the multiple linear regression analysis shown in Table 8, the following regression equation was obtained:

$$\hat{Y} = 3.825 + 0.675X_1 + 0.120X_2 + 0.477X_3$$

Where:

- \hat{Y} is the dependent variable (customer satisfaction),
- X_1 is the price variable,
- X_2 is the access variable,
- X_3 is an emotional variable.

The interpretation of this equation is as follows: a constant of 3.825 indicates that if the price, access, and emotional variables are considered constant or zero, then the basic customer satisfaction value is 3.825. The regression coefficient for the price variable of 0.675 indicates that every one-unit increase in price perception will increase customer satisfaction by 0.675 units, with a significant effect ($p = 0.002$). The regression coefficient for access of 0.120 indicates an increase in satisfaction of 0.120 units for every one-unit increase in ease of access, but this effect is not statistically significant ($p = 0.320$). Meanwhile, the emotional variable has a regression coefficient of 0.477, which means that every one-unit increase in the emotional factor will increase customer satisfaction by 0.477 units, and this effect is significant ($p = 0.001$). Thus, the price and emotional variables have a significant effect on customer satisfaction, while the access variable does not have a significant effect.

Coefficient of Determination

Table 9. Results of determination coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.915a	.838	.830	2.22270

Source: Results of research data analysis

Based on Table 9 regarding the results of the determination coefficient, the R value is 0.915 which indicates that there is a very strong relationship between the independent variables (price, access, and emotional) with the dependent variable (customer satisfaction). The R Square value of 0.838 indicates that 83.8% of the variation in customer satisfaction can be explained by the three independent variables together, while the remaining 16.2% is explained by other variables outside this research model. The Adjusted R Square value of 0.830 indicates an adjustment to the number of predictor variables and sample size, which remains high and strengthens the validity of the regression model. Std. Error of the Estimate of 2.22270 indicates the standard error rate in predicting customer satisfaction based on this model. Overall, this regression model can be said to be quite good at explaining the dependent variable.

F Test

Simultaneous hypothesis testing through the F Test is carried out to determine whether the independent variables consisting of price, ease of access, and emotional factors together have a significant influence on the dependent variable, namely customer satisfaction. This test is important to ensure that the regression model used has overall predictive ability, not just from the influence of one variable.

Table 10. F Test

		ANOVA				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1483.005	3	494,335	100,059	.000b
	Residual	286,544	58	4,940		
	Total	1769.548	61			

Source: Results of research data analysis

Based on the results of the F test shown in Table 10, the calculated F value of 100.059 is obtained, which is much larger than the F table of 3.09 at a significance level of 0.05. This indicates that the three independent variables simultaneously have a significant effect on customer satisfaction. Thus, the alternative hypothesis (Ha) is accepted and the null hypothesis (Ho) is rejected, which means that the regression model built in this study is feasible to be used to explain variations in customer satisfaction with Somethinc skincare products.

Discussion

The results of multiple linear regression analysis show that price and emotional variables have a significant effect on customer satisfaction, while the access variable does not show a statistically significant effect. This means that although accessibility to products is important, in certain contexts, such as Somethinc skincare products, price and emotional factors are more dominant in shaping perceptions of satisfaction. This finding is in line with research by Rahmawati et al. (2021), which found that the combination of price, emotional perception, and product availability can explain most of the variation in customer satisfaction. Research by Setiawan et al. (2023) also supports this finding, by highlighting the role of affective variables in driving satisfaction with local beauty products. This means that the company's strategy must focus on aspects that have the strongest influence on customer perceptions to increase loyalty.

In the context of Somethinc skincare products, price perception has been shown to be one of the most important factors determining customer satisfaction. Prices that are considered reasonable and comparable to the quality received create added value for customers, thereby increasing their satisfaction. The regression coefficient for the price variable shows a significant positive relationship, indicating that customers pay close attention to the suitability between price

and product benefits (Arsyadi & Kurniawan, 2022). This finding supports the customer value approach, which is when consumers feel satisfied if the perception of the benefits obtained is greater than the sacrifice of costs incurred (Christanto & Faskahariyanto, 2022). Therefore, competitive pricing and in line with expectations is a key component in the marketing strategy of skincare products.

Competitive and transparent pricing strategies are essential, especially in attracting and retaining customers from young consumers. Young consumers are known to be very price sensitive and tend to compare various products before making a purchase. In this case, price clarity and the perception of fairness are important indicators in building customer trust (Rannu et al., 2023). If Somethinc can maintain competitive prices without sacrificing quality, customer loyalty will tend to increase. This shows that pricing strategy is not only a competitive tool but also an integral part of customer value creation.

In addition to price, emotional variables also contribute significantly to customer satisfaction. Factors such as comfort when using the product, trust in the brand, and positive company image are very influential in shaping consumer satisfaction. This finding is in line with consumer behavior literature which states that purchasing decisions for cosmetic and skincare products are often influenced by affective and symbolic aspects, not just functional aspects (Azzahra & Afriani, 2021; Wahyurini & Trianasari, 2020). Therefore, an emotional approach in marketing strategies, such as self-love and body positivity campaigns, is very relevant to creating attachment with consumers. Wahyurini & Trianasari (2020) also noted that an emotion-based approach tends to have a more lasting impact in building brand-customer relationships.

On the other hand, the access variable did not show a significant effect on customer satisfaction in the regression model analyzed. In fact, in the marketing mix theory, access (place) is one of the important elements. However, current market conditions show that Somethinc products are widely available both through online platforms and offline distribution networks (Chinna et al., 2022). This indicates that the perception of ease of access to the product has reached a saturation point, so that further improvements in this aspect no longer contribute significantly to increasing satisfaction. Thus, the company's resources should be focused on other aspects that provide higher added value for customers.

From a statistical perspective, the coefficient of determination (R^2) value of 0.838 indicates that 83.8% of the variation in customer satisfaction can be explained by the three independent variables in the model. This shows that the regression model built is quite strong and relevant in the context of the study (Darmawan, 2023). In addition, the results of the F test show that simultaneously, the variables price, emotional, and access have a significant effect on customer satisfaction. The calculated F value which far exceeds the F table strengthens the validity of the model as a whole. This means that a holistic approach that combines various marketing elements simultaneously is able to provide a more comprehensive picture in explaining the dynamics of customer satisfaction (Satria, 2023).

Theoretically, these findings reinforce the relevance of modern customer satisfaction theories that emphasize the importance of price perception and emotional engagement as the main keys to consumer loyalty (Fatih et al., 2023). In practice, this provides strategic input for Somethinc management to continue to strengthen the perception of fair prices and build strong emotional relationships with customers. These efforts can be done through brand storytelling, inclusive social campaigns, and personal and empathetic customer service (Napik et al., 2018). Although access is not statistically significant, the company still needs to maintain it so that it does not become a barrier, but optimization can be done selectively. By allocating resources to the most impactful marketing elements, Somethinc can maintain its competitive advantage in the competitive skincare industry.

CONCLUSION

Based on the results of multiple linear regression analysis, this study shows that price and emotional variables have a significant effect on customer satisfaction of Somethinc skincare products, while access variables do not have a significant effect. This finding indicates that customer perceptions of the suitability of price to the benefits received, as well as their emotional involvement in the brand, are the main factors in forming satisfaction and loyalty. Meanwhile, the accessibility aspect, although important in the marketing mix, seems to have reached a saturation point and is no longer the main determinant in the context of customer satisfaction. Thus, marketing strategies that emphasize value creation through competitive prices and emotional approaches are considered more effective in maintaining customer loyalty. The theoretical implications of this finding also strengthen customer satisfaction theories that emphasize the importance of a balance between economic and affective value in consumer decision making.

From a practical perspective, companies like Somethinc are advised to continue developing strategies that focus on managing price perception and strengthening emotional relationships with customers. These strategies can be implemented through fair and transparent pricing, as well as marketing campaigns that touch on emotional aspects such as self-love, inclusivity, and authentic brand storytelling. Although the access variable is not significant in the statistical model, companies still need to maintain wide and efficient product distribution so that it does not become a barrier to purchase. Optimal resource allocation on variables that have a strong influence on satisfaction will help companies maintain their competitiveness and strengthen their position in a competitive market. With this approach, Somethinc has the potential to not only retain existing customers but also expand its market share sustainably.

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