CONSUMER PERCEPTION, PROMOTION, PRICE, AND PRODUCT QUALITY ON CUSTOMER SATISFACTION OF WARDAH PRODUCTS IN LANGSA CITY

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ABSTRAK

Studi ini bertujuan untuk menentukan apakah Persepsi Konsumen, Promosi, Harga, dan Kualitas Produk berpengaruh terhadap Kepuasan Konsumen terhadap Produk Wardah di Kota Langsa. Studi ini menggunakan sampel sebanyak 96 responden dengan kriteria telah menggunakan produk Wardah dan memiliki usia 20 tahun ke atas. Metode analisis dasar menggunakan regresi linear berganda, uji t, uji F, dan uji koefisien determinasi (Adjusted R2). Hasil studi ini menunjukkan Y = 3,150 + 0,211X1 + 0,045X2 − 0,161X3 + 0,473X4. Hasil uji t menyatakan bahwa faktor persepsi konsumen berpengaruh signifikan terhadap kepuasan konsumen terhadap produk Wardah di Kota Langsa, faktor promosi tidak berpengaruh signifikan terhadap kepuasan konsumen terhadap produk Wardah di Kota Langsa, faktor harga berpengaruh signifikan terhadap kepuasan konsumen terhadap produk Wardah di Kota Langsa, dan faktor kualitas produk berpengaruh signifikan terhadap kepuasan konsumen terhadap produk Wardah di Kota Langsa. Hasil uji F menyatakan bahwa persepsi konsumen, promosi, harga, dan kualitas produk secara bersama-sama berpengaruh signifikan terhadap kepuasan konsumen terhadap produk Wardah di Kota Langsa. Hasil koefisien determinasi (Adjusted R2) adalah 0,596 atau 59,6%, sementara sisanya sebesar 40,4% dipengaruhi oleh variabel lain yang tidak diteliti dalam studi ini.
Kata Kunci: Persepsi Konsumen, Promosi, Harga, Kualitas Produk, Kepuasan Konsumen

ABSTRACT

This study aims to determine whether Consumer Perceptions, Promotions, Prices and Product Quality affect Consumer Satisfaction with Wardah Products in Langsa City. This study used a sample of 96 respondents with the criteria of having used wardah products and having ages ranging from 20 years and over. The basic analysis method uses multiple linear regression, t test, F test and coefficient of determination test (Adjusted R2). The results of this study show $Y = 3.150 + 0.211X1 + 0.045X2 − 0.161X3 + 0.473X4$. The results of the t test stated that the consumer perception factor had a significant effect on consumer satisfaction with wardah products in Langsa City, the promotion factor had no significant effect on consumer satisfaction with wardah products in Langsa City, the price factor had a significant effect on customer satisfaction with wardah products in Langsa City, and product quality factors have a significant effect on consumer satisfaction with wardah products in Langsa City. The results of the F test stated that consumer perceptions, promotions, prices and product quality simultaneously had a significant effect on consumer satisfaction with wardah products in Langsa City. The result of the coefficient of determination (Adjusted R2) is 0.596 or 59.6% while the remaining 40.4% is influenced by other variables not examined in this study.
Keywords: Consumer Perception, Promotion, Price, Product Quality, Consumer Satisfaction.performance

INTRODUCTION

The development of the world of industry and trade is currently experiencing very rapid growth, causing an increase in the price of a particular product. Thus, creating competition both locally and globally against the industrial world to create a product desired by the wider community. This can be seen from the many requests and the increasingly sensitive thoughts of consumers in buying a product. With the development of consumers and the existence of competition from similar companies, producers must make major changes in order to maintain their products and brands so that they are still eyed and used by consumers or the public in general. Therefore, create an opportunity for producers to create an innovative and high-quality product. The company's awareness makes customers the main focus of the business they run, trying to make their products have a competitive advantage, so that they can make consumers satisfied with these products.

Not only basic needs, education and health, but the need to beautify oneself is now a top priority in supporting daily appearance. One way to beautify yourself is to use a cosmetic product.

The use of cosmetics is one way to make someone look more attractive and feel confident, so that cosmetics are one of the main needs. The large number of brand choices for a cosmetic makes companies have to think about making a cosmetic product that is in demand by consumers. It is cosmetics that have advantages that are able to survive in the many competitions of similar companies or manufacturers. Consumers will choose products that have affordable prices, have a large company reputation so as to give rise to good consumer perceptions.

According to Kotler and Keller (2014: 177) customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the estimated service performance to the expected performance. Consumer satisfaction is also one of the main factors in determining the level of customer loyalty to a product, if the customer is satisfied with a product, the customer will continue to use the product. With the satisfaction felt by consumers, the product will also increasingly have a good reputation due to increased public interest in using the product.

According to Kotler and Armstrong (2018: 3) price is the amount of money paid for services, or the amount of value that consumers exchange in order to get benefits from owning or using goods or services. Price is the most important component of a product, a price can affect profits for producers. Price is a determinant of the success of a company because price determines how much profit the company will get from each sale of the product. Consumers will choose products that are affordable but of good quality. Therefore companies are required to understand consumer desires by using affordable prices but having good quality so as to generate good consumer perceptions and feel satisfied using their products because of the quality and price given.

According to Laksana (2019: 129) promotion is a communication from sellers and buyers originating from the right information that aims to change the attitude and behavior of buyers, who previously did not know to become familiar so they become buyers and still remember the product. Promotion is the main key for a company to survive when competitors appear offering similar products at prices and product quality that are almost similar to the products they own. With the promotion carried out by the company using social media, advertisements on TV and paying artists to promote their products, it can make a product increasingly known by the wider community.

According to Kotler and Keller (2012: 143) product quality is the ability of an item to provide appropriate results or performance even beyond what consumers want. Product quality is an important thing that every company must strive for if it wants to compete successfully in the market to satisfy consumer needs or wants. Quality is the main requirement for the acceptance of a product in the market. The product is said to be of high quality if the product is able to meet the standards or desires of consumers, various efforts have been made by the company to produce quality products. Consumers always want to get a quality product according to the price paid, although there are some people who think that a high price means that the product is of good quality.

Competition for product quality is so fierce that manufacturers compete to provide products that are liked by consumers. So that satisfaction is obtained after using the product and makes consumers make repurchases in the future. One company that offers good quality products at affordable prices is PT. Paragon Technology and Innovation. PT. Paragon Technology and Innovation is the company that launched the Wardah brand. Wardah is one of the well-known and popular brands of women's beauty cosmetics in Indonesia. As you already know, this beauty product has been around for a long time by offering various types of products. Considering that Wardah has a lot of devotees, this does not rule out the possibility that competition among cosmetics manufacturers is getting tougher. This is proven by the many other similar products that are in great demand by consumers. Due to the many alternatives presented by manufacturers, consumers will make various considerations before buying the product. These considerations can be seen from consumer perceptions, promotions, prices and product quality which can strengthen consumers' desire to buy products which will then feel satisfaction with these products.

The results of the initial observations and interviews regarding consumer perceptions of 20 respondents who are wardah consumers, the 20 respondents have a good perception of wardah products both in terms of packaging to the quality they have. For promotions, 20% of respondents said that the promotions carried out by wardah products were good, 30% of respondents said that the promotions carried out were mediocre and 50% of respondents said that the promotions carried out by wardah products were very monotonous because they rarely provided discounts or discounts for their consumers. In terms of price, 30% of respondents said that the prices offered by wardah products

were in accordance with their quality, another 30% of respondents said that prices for wardah products varied according to the ability of consumers, and 40% of respondents said the prices offered for wardah products were too expensive. Regarding product quality, 75% of respondents said Wardah's products already had good product quality because Wardah issued care products according to skin problems and according to their age, another 25% of respondents said the quality of products owned by Wardah was mediocre like other products. As for consumer satisfaction, 45% of respondents said they were satisfied using wardah products because they had various types of cosmetics, 25% of respondents said it was normal when using wardah products and 30% of respondents said they were satisfied with using wardah products because they already have BPOM so they are safe to use. Another 25% of respondents said that the quality of the products owned by Wardah was ordinary, like other products. As for consumer satisfaction, 45% of respondents said they were satisfied using wardah products because they had various types of cosmetics, 25% of respondents said it was normal when using wardah products and 30% of respondents said they were satisfied with using wardah products because they already have BPOM so they are safe to use. Another 25% of respondents said that the quality of the products owned by Wardah was ordinary, like other products. As for consumer satisfaction, 45% of respondents said they were satisfied using wardah products because they had various types of cosmetics, 25% of respondents said it was normal when using wardah products and 30% of respondents said they were satisfied with using wardah products because they already have BPOM so they are safe to use.

From the results of observations and interviews, it can be concluded that Wardah's products experience problems with the price and promotion of their products. Not infrequently well-known brands like Wardah have problems with their products.

Based on the problems that have been obtained by researchers regarding consumer perceptions, promotions, prices and product quality related to consumer satisfaction, the researchers are interested in conducting research with the title "Consumer Perception, Promotion, Price and Product Quality on Consumer Satisfaction on Wardah Products in Langsa City ".

METHODS

The methods used in this research encompass several important steps. First, an instrument test was conducted. The validity test aims to measure the extent to which the actual data that occurs in the research object aligns with the data that can be reported by the researcher. Valid instruments mean that the measurement tools used to obtain (measure) the data are valid, indicating that the instruments can accurately measure what should be measured. The reliability test is conducted to determine the stability and consistency of the measurement tool used. A questionnaire is considered reliable if it consistently yields the same results when used repeatedly, assuming that the measurement conditions remain unchanged or the same object is measured, with the condition that Cronbach's alpha is greater than 0.60.

Next, a heteroscedasticity test is performed to examine whether there is a difference in residual variances between one observation and another in the regression model. If the variance from one observation to another is constant, the regression model is considered to be homoscedastic. A normality test is conducted to examine whether the independent variables or residuals in the regression model have a normal distribution, to detect whether the residuals are normally distributed or not. The normality test aims to determine whether the data of the independent variable (X) and dependent variable (Y) in the resulting regression equation are normally distributed or not.

Multiple linear regression analysis is used to determine the influence of multiple independent variables on the dependent variable. The multiple linear regression analysis model is used to explain the relationship and the extent of the influence of each independent variable on the dependent variable. Hypothesis testing is conducted through partial tests (t-tests). The t-test is used to indicate the extent to which individual independent variables explain the variation in the dependent variable. Furthermore, a simultaneous significance test (F-test) is conducted to determine whether the independent variables collectively influence the dependent variable. Finally, the coefficient of determination (adjusted R-squared) test is conducted, which measures the extent to which the model can explain the variation in the dependent variable, with values ranging from zero to one. A value approaching one indicates that the independent variables provide most of the necessary information to predict the variation in the dependent variable.

RESULT AND DISCUSSION

1. Descriptive Analysis

Descriptive analysis is used to describe the distribution of data. The data distribution in question is the measurement of central tendency and shape measurement. The techniques used in the descriptive analysis in this study were the results of validity and reliability tests, the characteristics of the respondents and the responses of the respondents.

A. Validity Test Results

The results of the validity test on consumer perception, promotion, price and product quality variables on consumer satisfaction with wardah products are as follows:

Table 1. Validity Test Results

Variable	Indicator	rcount	rtable	Information
Consumer perception (X1)	X1.1	0.556	0.361	Valid
	X1.2	0.889	0.361	Valid
	X1.3	0.604	0.361	Valid
Promotion (X2)	X2.1	0.745	0.361	Valid
	X2.2	0.81	0.361	Valid
	X2.3	0.823	0.361	Valid
	X2.4	0.839	0.361	Valid
Price (X3)	X3.1	0.714	0.361	Valid
	X3.2	0.888	0.361	Valid
	X3.3	0.867	0.361	Valid
	X3.4	0.808	0.361	Valid
Product Quality (X4)	X4.1	0.782	0.361	Valid
	X4.2	0.606	0.361	Valid
	X4.3	0.796	0.361	Valid
	X4.4	0.649	0.361	Valid
Consumer Satisfaction (Y)	Y1	0.708	0.361	Valid
	Y2	0.915	0.361	Valid
	Y3	0.929	0.361	Valid

Source: Primary Data, processed (2023)

Based on the table above, it can be seen that the results of the validity test on the consumer perception variable with three statement items, promotion with four statement items, price with four statement items, product quality with four statement items and consumer satisfaction with three statement items. The statement is said to be valid if the value of r count > r table. Referring to the results of the validity test above, overall the statement passed the validity test because r count > r table (Ghozali, 2018: 147).

B. Reliability Test Results

Questionnaire items are said to be reliable if Cronbach Alpha > 0.60 and are said to be unreliable if Cronbach Alpha < 0.60. The reliability test was carried out using SPSS and the results can be seen in table 4.2 below:

Table 2. Reliability Test Results

Variable	Cronbach's alpha	Information
Consumer perception (X1)	0.464	Reliable
Promotion (X2)	0.815	Reliable
Price (X3)	0.822	Reliable
Product quality (X4)	0.661	Reliable
Consumer satisfaction (Y)	0.817	Reliable

Source: Primary Data, processed (2023)

Based on the reliability test results in the table above the consumer perception variable with a Cronbach's alpha value of 0.464 with a reliable description, the promotion variable with a Cronbach's alpha value of 0.815 with a reliable description, the price variable with a Cronbach's alpha value of 0.822 with a reliable description, the product quality variable with a Cronbach's value alpha of 0.661 with reliable information, and the consumer satisfaction variable with a Cronbach's alpha value of 0.817 with reliable information, it can be concluded that all variables used in this study are above the rtable value set in the study of 0.60. So it was concluded that all variables in this study were reliable (Ghozali, 2018: 45).

2. Respondent Descriptive Statistical Analysis

This research was conducted by distributing questionnaires to 96 respondents in Langsa City, where the respondents were consumers who had used Wardah products.

A. Characteristics of respondents based on age

The characteristics of respondents based on age can be seen in the following table:

Table 3. Characteristics of Respondents by Age

No	Age	Frequency (person)	Percentage (%)
1	21-30 years	46	48%
2	31-40 years	37	38%
3	41-50 years	13	14%
4	>50 years	-	-
	Total	96	100%

Source: Primary Data, processed data (2023)

Based on the table above, it can be explained that out of a total of 96 respondents aged 21-30 years 46 respondents (48%), 31-40 years 37 respondents (38%), and ages 40-50 years 13 respondents (14%).

B. Characteristics of Respondents Based on Education Level

The characteristics of respondents based on educational level can be seen in the following table:

Table 4. Characteristics of Respondents by Education Level

No	Income	Frequency (person)	Percentage (%)
1	SENIOR HIGH SCHOOL	27	28%
2	Diploma III	30	31%
3	Grade I	37	39%
4	Grade II	2	2%
Total		96	100%

Source: Primary Data, processed data (2023)

Based on the table above it can be explained that out of a total of 96 respondents there were 27 respondents (28%) high school education level, Diploma III 30 respondents (31%), Undergraduate 37 respondents (39%), and Undergraduate II 2 respondents (2%).

C. Characteristics of Respondents Based on Occupation

The characteristics of respondents based on work can be seen in the following table:

Table 5. Characteristics of Respondents by Occupation

No	Work	Frequency (person)	Percentage (%)
1	Student / Student	23	24%
2	Self-employed	49	51%
3	civil servant	24	25%
4	TNI/Polri	-	-
Total		96	100%

Source: Primary Data, processed data (2023)

Based on the table above it can be explained that out of a total of 96 respondents there were students 23 respondents (24%), entrepreneurs 49 respondents (51%), and civil servants 24 respondents (25%).

3. Respondent Descriptive Statistical Analysis

From the statements in the questionnaire that were distributed to 96 respondents, various kinds of responses were obtained on the variables of consumer perception, promotion, price, product quality and consumer satisfaction. The various responses are as follows.

A. Consumer Perception Variable

Respondents' responses to consumer perception variables can be explained in the following table:

Based on the table it can be explained as follows:

1) In the first statement, 17 people (17.7%) answered strongly agree, 44 people (45.9%) answered agree, 28 people (29.2%) answered neutral, 4 people (4.1%) answered disagree, and 3 people (3.1%) answered strongly disagree.

2) In the second statement, 17 people (17.7%) answered strongly agree, 49 people (51%) answered agree, 22 people (22.9%) answered neutral, 6 people (6.3%) answered disagree and 2 people (2.1%) answered strongly disagree.

3) In the third statement, 15 people (15.6%) answered strongly agree, 42 people (43.8%) answered agree, 24 people (25%) answered neutral, 7 people (7.3%) answered disagree and 8 people (8.3%) answered strongly disagree.

B. Promotion Variable

Respondents' responses to the promotion variable can be explained in the following table:

Table 7. Respondents' Responses to Promotion Variables

No.	SS		S		N		TS		STS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
P1	2	2,1	57	59,4	37	39	0	0	0	0	96	100
P2	0	0	22	22,9	66	69	8	8,3	0	0	96	100
P3	0	0	2	2,1	48	50,1	44	45,9	1	1	96	100
P4	0	0	2	2,1	16	16,6	44	45,9	34	35,4	96	100

Source: Primary Data, data by (2023)

1) In the first statement, 2 people (2.1%) answered strongly agree, 57 people (59.4%) answered agree, and 37 people (38.5%) answered neutral.
2) In the second statement, 22 people (22.9%) answered agree, 66 people (68.8%) answered neutral, and 8 people (8.3%) answered disagree.
3) In the third statement, 2 people (2.1%) answered agree, 48 people (50.1%) answered neutral, 44 people (45.9%) answered disagree and 1 person (1%) answered strongly disagree.
4) In the fourth statement there were 2 people (2.1%) answered agree, 16 people (16.6%) answered neutral, 44 people (45.9%) answered disagree and 34 people (35.4%) answered strongly disagree .

C. Price Variable

Respondents' responses to the price variable can be explained in the following table:

Table 8. Respondents' Responses to Price Variable

No.	SS		S		N		TS		STS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
P1	3	3,1	45	46,9	47	49	1	1	0	0	96	100
P2	0	0	14	15	63	65,6	19	19,9	0	0	96	100
P3	0	0	7	7,3	53	55,2	32	33,4	4	4,1	96	100
P4	1	1	5	5,2	33	34,4	27	28,1	30	31,3	96	100

Source: Primary Data, data by (2023)

1) In the first statement, 3 people (3.1%) answered strongly agree, 45 people (46.9%) answered agree, 47 people (49%) answered neutral, and 1 person (1%) answered disagree.
2) In the second statement, 14 people (14.5%) answered agree, 63 people (65.6%) answered neutral, and 19 people (19.9%) answered disagree.
3) In the third statement, 7 people (7.3%) answered agree, 53 people (55.2%) answered neutral, 32 people (33.4%) answered disagree and 4 people (4.1%) answered strongly disagree.
4) In the fourth statement, 1 person (1%) answered strongly agree, 5 people (5.2%) answered agree, 33 people (34.4%) answered neutral, 27 people (28.1%) answered disagree, and 30 people (31.3%) answered strongly disagree.

D. Product Quality Variables

Respondents' responses to product quality variables can be explained in the following table:

Table 9. Respondents' Responses to Product Quality Variables

No.	SS		S		N		TS		STS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
P1	30	31,3	42	43,8	20	20,9	3	3	1	1	96	100
P2	26	27,1	51	53,1	17	17,8	1	1	1	1	96	100
P3	23	24	47	49	19	19,9	5	5,2	1	1	96	100
P4	32	33,4	37	39	23	24	3	3,1	1	1	96	100

Source: Primary Data, data by (2023)

1) In the first statement, 30 people (31.3%) answered strongly agree, 42 people (43.8%) answered agree, 20 people (20.9%) answered neutral, 3 people (3%) answered disagree, and 1 people (1%) answered strongly disagree.
2) In the second statement, 26 people (27.1%) answered strongly agree, 51 people (53.1%) answered agree, 17 people (17.8%) answered neutral, 1 person (1%) answered disagree, and 1 people (1%) answered strongly disagree.
3) In the third statement, 23 people (24%) answered strongly agree, 47 people (49%) answered agree, 19 people (19.9%) answered neutral, 5 people (5.2%) answered disagree, and 1 person (1%) answered strongly disagree.
4) In the fourth statement, 32 people (33.4%) answered strongly agree, 37 people (38.5%) answered agree, 23 people (24%) answered neutral, 3 people (3.1%) answered disagree, and 2 people (2.1%) answered strongly disagree.

E. Consumer Satisfaction Variable

Respondents' responses to consumer satisfaction variables can be explained in the following table:

Table 10. Respondents' Responses to Consumer Satisfaction Variables

No.	SS		S		N		TS		STS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
P1	18	18,8	53	55,2	20	20,8	3	3,1	2	2,1	96	100
P2	28	29,2	46	47,9	17	17,7	3	3,1	2	2,1	96	100
P3	18	18,8	51	53,1	24	25	2	2,1	1	1	96	100

Source: Primary Data, data by (2023)

a. In the first statement, 18 people (18.8%) answered strongly agree, 53 people (55.2%) answered agree, 20 people (20.8%) answered neutral, 3 people (3.1%) answered disagree, and 2 people (2.1%) answered strongly disagree.
b. In the second statement, 28 people (29.2%) answered strongly agree, 46 people (47.9%) answered agree, 17 people (17.7%) answered neutral, 3 people (3.1%) answered disagree, and 2 people (2.1%) answered strongly disagree.
c. In the third statement, 18 people (18.8%) answered strongly agree, 51 people (53.1%) answered agree, 24 people (25%) answered neutral, 2 people (2.1%) answered disagree, and 1 people (1%) answered strongly disagree.

4. **Inferential Analysis**

Inferential analysis is carried out before carrying out an analysis of the proposed hypothesis, the data that is first sought for normality. Inferential analysis is a statistical technique used to analyze sample data and the results are applied to the population.

A. **Classical Assumption Test Results**

1. Normality Test Results

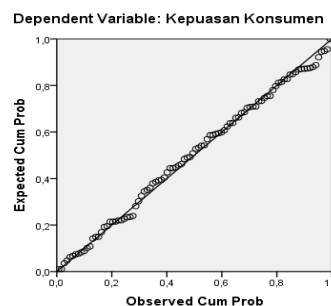The results of the normality test from this study are as follows:
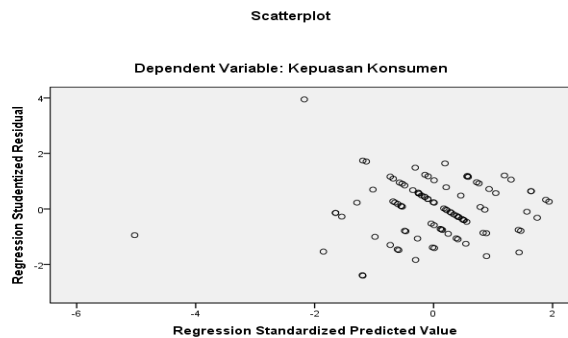

Figure 4.4 Normal PP Normality Test Plot
Source: SPSS processing results, 2023

Based on Figure 4.4 above, the data pattern in the form of small circles spreads around the diagonal line and follows the direction of the diagonal line. This shows that

the distribution pattern is normal, so the regression model meets the assumption of normality.

2. Heteroscedasticity Test Results

The results of the heteroscedasticity test from this study are as follows:

Figure 5. Scatter Plot Heteroscedasticity Test
Source: SPSS processing results, 2023

Based on Figure 5 above, it can be seen that there is no regular or clear pattern, and the data pattern in the form of small circles spreads above and below the number 0 on the Y axis randomly, so it can be concluded that the regression model in this study did not occur heteroscedasticity.

3. Multicollinearity Test Results

The results of the multicollinearity test from this study are as follows:

Table 11. Multicollinearity Test Results

Coefficientsa

Model		Collinearity Statistics	
		tolerance	VIF
1	(Constant)		
	Consumer Perception	,868	1.152
	Promotion	,967	1.034
	Price	,938	1,066
	Product quality	,837	1.195

a. Dependent Variable: Consumer Satisfaction
Source: SPSS Processing Results, (2023)

Based on table 4.11 above, it can be seen that the tolerance value of the consumer perception, promotion, price and product quality variables is greater than 0.10 (Tolerance > 0.10) and the VIF value is less than 10 (VIF <10), so it can be concluded that no multicollinearity occurs between the independent variables in the regression model.

5. Results of Multiple Linear Regression Analysis

The results of multiple linear regression analysis from this study are as follows:

Table 12. Results of Multiple Linear Analysis

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	3,150	1.418		2,220	,029
	Consumer Perception	,211	,068	,219	3,128	,002
	Promotion	0.045	0.075	0.04	,598	,551
	Price	-,161	,073	-0.15	-2,221	,029
	Product quality	,473	0.053	,642	9,010	,000

a. Dependent Variable: Consumer Satisfaction
Source: SPSS Processing Results, (2023)

In table 12 above, based on the Unstandardized Coefficients (B) value, the multiple linear regression equation above is obtained, namely:

$$Y = 3.150 + 0.211 X1 + 0.045 X2 - 0.161 X3 + 0.473 X4$$

The interpretation of the multiple linear regression equation above is:

a. A constant of 3.150 shows the value of consumer satisfaction (Y), if the variables of consumer perception (X1), promotion (X2), price (X3), and product quality (X4) are fixed.
b. The regression coefficient of consumer perceptions (X1) has a positive value of 0.211. This shows that consumer perception (X1) has a positive effect on consumer satisfaction. That is, if consumer perceptions increase by one unit, then consumer satisfaction in purchasing Wardah products will increase by 0.211, assuming other variables (promotion, price, and product quality) are fixed.
c. The promotion regression coefficient (X2) is positive 0.045. This shows that promotion (X2) has a positive effect on consumer satisfaction. That is, if the promotion (X2) increases by one unit, then consumer satisfaction with Wardah products will increase by 0.045, assuming other variables (consumer perceptions, price and product quality) have a fixed value.
d. The price regression coefficient (X3) is negative -0.161. This shows that price (X3) has a negative effect on consumer satisfaction when purchasing Wardah products. That is, if the price (X3) increases by one unit, then consumer satisfaction for wardah products will decrease by -0.161, assuming other variables (consumer perceptions, promotions and product quality) have a fixed value.
e. Product quality regression coefficient (X4) has a positive value of 0.473. This shows that product quality (X4) has a positive effect on consumer satisfaction. That is, if product quality (X4) increases by one unit, then consumer satisfaction with Wardah products will increase by 0.473, assuming other variables (consumer perceptions, promotions and prices) have a fixed value.

6. **Results of Hypothesis Testing**
   A. Partial Significance Test Results (t test)
      As in table 4.12 above, the results of the t test can be described as follows:
      1) Consumer perception variable(X1) has a t sig value of 0.002 <0.05, so the hypothesis is accepted. This shows that the consumer perception variable has a significant effect on consumer satisfaction with Wardah products in Langsa City.
      2) Variablepromotion (X2) has a t sig value of 0.551 > 0.05 then the hypothesis is rejected. This shows that the promotion variable has no significant effect on consumer satisfaction with Wardah products in Langsa City.
      3) The price variable (X3) has a t sig value of 0.029 <0.05, so the hypothesis is accepted. This shows that the price variable has a significant effect on consumer satisfaction with Wardah products in Langsa City.
      4) The product quality variable (X4) has a t sig value of 0.000 <0.05, so the hypothesis is accepted. This shows that the product quality variable has a significant effect on consumer satisfaction with Wardah products in Langsa City.
   B. Simultaneous Significance Test Results (Test F)
      The results of the simultaneous significance test (F test) in this study are as follows:

Table 13. F Test Results

Model		Sum of Squares	df	MeanSquare	F	Sig.
	Regression	224,419	4	56,105	36.1	,000a
1	residual	141,414	91	1,554		
	Total	365,833	95			

Source: SPSS Processing Results, (2023)

Based on table 4.13 above, it can be seen that this study has a sig F value of 0.000. Where the F sig value < 0.000 (0.000 < 0.05), it can be stated that the independent variables which include consumer perception, promotion, price and product quality simultaneously have a significant effect on consumer satisfaction with Wardah products in Langsa City. Thus, the hypothesis is accepted.

7. **Results of the Coefficient of Determination (Adjusted R2)**
   To find out how much influence consumer perceptions, promotions, prices and product quality can have on the following table:

Table 14 Results of the Coefficient of Determination (Adjusted R2)

Model	R	R Square	Adjusted R Square	std. Error of the Estimate

1	,783a	,613	,596	1.2466

Source: SPSS Processing Results, (2023)

Based on table 4.14 above, it can be seen that the Adjusted R Square value is 0.596 or 59.6%. This shows that the variables of consumer perception, promotion, price and product quality affect consumer satisfaction with Wardah products in Langsa City, while the remaining 40.4% are influenced by other variables not examined in this study.

The results of the above research can be summarized in the following explanation:

1. Consumer perceptions have a significant effect on consumer satisfaction with Wardah products in Langsa City. This is in accordance with the opinion of respondents who said that Wardah products can meet their daily needs in terms of beautifying themselves, respondents also said that they would choose products that have good consumer perceptions, so the more consumers have a positive opinion of a product, it means that consumers are more satisfied with it. the product. This is in accordance with previous research conducted by Eka Damayani (2018) with the title "Analysis of Consumer Perceptions of Wardah Cosmetics in Students of the Faculty of Economics and Business, Umsu", with a sig probability value of 0.000 <0.05 and the reliability test obtained a value of 0.750 > 0.06 on consumer perception variables.

2. Promotion has no significant effect on consumer satisfaction of Wardah products in Langsa City. This is in accordance with the responses of respondents who said that a product being promoted will attract the attention of consumers, but consumers may not necessarily buy the product because consumers do not need it or consumers already have products similar to the product being promoted.

3. Prices have a significant effect on consumer satisfaction with Wardah products in Langsa City. This is in accordance with the opinion of respondents who say that consumers will be satisfied with a product if the price given is in accordance with the benefits obtained, a cheap or expensive price for a product and the product has good benefits will lead to consumer satisfaction and make consumers make purchases. repeatedly, because it is the compatibility of benefits with prices that makes consumers feel satisfied. This is in accordance with previous research conducted by Niantoro Sutrisno and Halimah (2022) with the title "The Influence of Product Quality and Price on Consumer Satisfaction of Wardah Cosmetics". This is also in accordance with Herawati Wulandari Reri (2021).

4. Product quality has a significant effect on consumer satisfaction with Wardah products in Langsa City. This is in accordance with the responses of respondents who said that products that have good quality will lead to satisfaction in consumers who use these products, product quality is not only seen from its benefits but in terms of packaging, durability, and texture of the product. This is also in accordance with previous research conducted by Ulfiah Amalia (2020) with the title "The Influence of Price, Product Quality and Service Quality on Consumer Satisfaction of Ulfiahshop Cosmetic Products".

5. Based on the results of the F test, a significance value of 0.000 was obtained. Where is the value of F sig. 0.000 (0.000 <0.05) so that it can be stated that the independent variables which include consumer perception (X1), promotion (X2), price (X3) and product quality (X4) simultaneously have a significant effect on consumer satisfaction with Wardah products in Langsa City. It can be concluded that a product must have consumer perceptions, high promotion and appropriate price and product quality for consumer satisfaction of Wardah products in Langsa City

CONCLUSION

Based on the results of the conducted research, several conclusions can be drawn. First, the multiple linear regression analysis indicates a significant relationship between the independent variables (consumer perception, promotion, price, and product quality) and the dependent variable (consumer satisfaction with Wardah products) in Langsa City. Second, the t-test results show that consumer perception, price, and product quality significantly influence consumer satisfaction with Wardah products. However, the promotion variable does not have a significant influence on consumer satisfaction. Third, the F-test reveals that collectively, consumer perception, promotion,

price, and product quality significantly affect consumer satisfaction with Wardah products in Langsa City. Finally, based on the adjusted coefficient of determination (Adjusted R2) of 0.596 or 59.6%, it can be concluded that consumer perception, promotion, price, and product quality have a 59.6% impact on consumer satisfaction with Wardah products in Langsa City. The remaining 40.4% is influenced by other unexamined variables in this research.

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