

Product Quality, Price, and Brand Trust on Consumer Satisfaction at Mirza Beauty Store Probolinggo

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ABSTRACT

Local cosmetic retail stores face tough competition and must find ways to keep their buyers happy. This study aims to analyze the effect of product quality, price, and brand trust on consumer satisfaction at Mirza Beauty Store in Pasuruan Regency. We conducted this research using a quantitative method with a causal approach. We gathered primary data by distributing printed questionnaires to active consumers who frequently buy beauty items from the store. We analyzed the collected responses using a multiple linear regression technique. Our analysis shows that product quality has a positive and significant direct effect on consumer satisfaction. We also find that offering fair prices significantly increases the happiness of the buyers. Consumers who trust the brands sold at the store also show a much higher level of satisfaction. We conclude that providing excellent physical goods, setting affordable price tags, and offering trusted cosmetic brands are highly effective strategies to maintain consumer satisfaction and ensure business survival in the local market.

Keywords: Product Quality, Price, Brand Trust, Consumer Satisfaction, Beauty Store.

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1. INTRODUCTION

In the current era of globalization, business competition is getting tighter every day, especially in the beauty industry. Consumers now have very easy access to a wide variety of cosmetic products from their smartphones or local stores. Keeping buyers happy has become the main indicator of success for any company. Happy consumers tend to become loyal customers who will buy again and recommend the store to their friends. This positive habit directly helps the company increase its market share. On the other hand, a bad shopping experience will easily make consumers switch to a competitor. Maintaining the happiness of the buyers is a real strategic challenge that every business owner must solve.

We observe this exact challenge at Mirza Beauty Store in Pasuruan Regency, where creating loyal buyers does not happen overnight. Consumer satisfaction at this local store is shaped by various experiences from the moment they enter the store until they use the product. Even though there are many other stores offering good items, Mirza Beauty Store needs to find out what exactly keeps their buyers coming back. Sometimes offering good items is not enough if the buyers do not feel secure about what they purchase. There are other hidden causes, like how much they trust the



store, that are not fully managed yet. Therefore, we focus our observation on three main elements: Product Quality, Price, and Brand Trust.

Literature Review and Previous Research. Product Quality refers to the ability of the cosmetics at Mirza Beauty Store to perform their intended functions well (Kotler & Keller, 2019). We measure this variable by looking at the performance, reliability, physical features, and durability of the items. High-quality items that match what the buyers expect will naturally build strong confidence. Previous research conducted by Nurafiyah and Putri (2024), along with Safira and Asmin (2025), confirms that the physical excellence of an item plays a significant role in determining how pleased a buyer feels after a purchase.

Price represents the monetary amount charged for a product that consumers must exchange to get the benefits of the cosmetics (Indrasari, 2019; Tjiptono, 2018). We measure this by looking at the perceived value the buyers receive compared to the cash they pay, as well as how competitive the store's tags are. Consumers always calculate in their minds whether the cost is fair for the benefits they get. Studies by Supriyadi et al. (2023) and Ziana and Istiono (2024) show that a fair and competitive cost strongly and significantly drives the final happiness of the consumer.

Brand Trust is a psychological variable reflecting the initial assumptions of the buyers, where they hold high hopes that the beauty brands will result in positive outcomes (Adhari, 2021; Firmansyah, 2019). We measure this trust by checking the credibility, integrity, and benevolence attached to the specific brands sold at the store. A strong sense of security reduces the fear of buying fake or harmful cosmetics. Previous investigations by Bila and Fauzi (2022) and Jamilah and Habra (2022) prove that a deep belief in a brand significantly contributes to the overall fulfillment felt by the customers.

Consumer Satisfaction acts as our main focus, defined as the feeling of pleasure or disappointment that arises when buyers compare the actual performance of the cosmetics against their initial expectations (Kotler & Keller, 2019; Elmas et al., 2026). We evaluate this final outcome by looking at the store's ability to provide a pleasant consumption experience and the tendency of buyers to return (Tjiptono & Diana, 2019). When the store successfully manages the items, the costs, and the trust, the buyers will naturally feel a high level of fulfillment. Almost all previous studies in retail marketing agree that this positive feeling is the ultimate goal that guarantees a store can survive in a crowded market.

Gap Analysis and Novelty Statement. While many researchers have explored retail marketing, there is still a noticeable gap in understanding how local beauty shops in smaller regencies survive against massive online marketplaces. Most previous studies focus heavily on big cosmetic brands in major cities or exclusively observe online shopping behaviors. They rarely look at physical retail stores like Mirza Beauty Store in Pasuruan Regency, where face-to-face interactions still happen every day. We need to see how these elements work together in a real local setting, especially since local buyers prioritize safety over cheap prices.

Our research offers a clear novelty by combining Product Quality, Price, and Brand Trust into one comprehensive model tested directly on the loyal visitors of Mirza Beauty Store. We bring a fresh perspective by evaluating how a local physical store manages to keep its visitors happy using a mix of tangible goods and intangible trust. The uniqueness of this study lies in its specific location in Pasuruan Regency, providing highly contextual data that reflects the actual daily habits of local cosmetic buyers. By examining these three variables simultaneously, we provide practical and grounded insights for local retail owners.

Research Objectives. The primary objectives of our research are to systematically measure and understand the impact of several business factors at Mirza Beauty Store in Pasuruan Regency. First, we aim to determine whether Product Quality has a significant direct effect on Consumer



Satisfaction. Second, we want to analyze if the Price set by the store significantly influences how happy the buyers feel after shopping. Finally, we seek to find out if Brand Trust plays a significant role in shaping the overall Consumer Satisfaction.

Hypothesis. Based on our literature review and the daily realities we observed at the store, we propose three main hypotheses to guide our data analysis. We suspect that Product Quality has a positive and significant effect on Consumer Satisfaction at Mirza Beauty Store in Pasuruan Regency. We also believe that Price has a positive and significant impact on Consumer Satisfaction, meaning that fair tags will lead to happier buyers. Lastly, we hypothesize that Brand Trust has a positive and significant influence on Consumer Satisfaction, as buyers who feel safe with the brands they purchase will naturally feel much more satisfied.

2. METHOD

We designed our study using a quantitative research method with a causal associative approach because we wanted to clearly measure and explain the cause-and-effect relationships between our specific variables (Dhany & Rahmansyah, 2022; Hudzafidah, Dhany, et al., 2023; Rahmansyah, Hudzafidah, et al., 2024). Our main goal in using this design is to answer questions about how independent factors directly impact the dependent factor (Sugiyono, 2020). Specifically, we want to understand how Product Quality, Price, and Brand Trust affect Consumer Satisfaction. We conducted our research at Mirza Beauty Store in Pasuruan Regency. When looking at our population, we targeted all consumers who visited and shopped at this store between January 16 and February 15, 2026. Because the exact total number of these daily consumers is unknown and constantly changing, we could not use a strict probability method. Instead, we selected our sample using an incidental sampling technique, meaning we approached anyone we coincidentally met at the store as long as they fit our specific criteria for providing good information (Sugiyono, 2020). To make sure our respondents truly understood the store's products and services, we only chose 100 consumers who had purchased items from the store at least twice during January and February 2026. To gather the information we needed, we collected primary data directly from these 100 targeted buyers. We distributed printed questionnaires to them while they were at the store and asked them to fill out the forms based on their honest personal experiences. The questions in our instrument asked them to rate their opinions regarding the Product Quality they received, the Price they paid, the Brand Trust they felt, and their overall Consumer Satisfaction. After we gathered all the completed questionnaires, we moved on to analyze the data using statistical software. We applied a multiple regression analysis technique because it helps us measure the strength of the relationships between our multiple independent variables and the single dependent variable, as well as showing the exact direction of those relationships (Ghozali, 2021). Before running the final regression, we also tested the validity, reliability (Dhany et al., 2025; Hudzafidah, Rahmansyah, et al., 2023; Rahmansyah, Dhany, et al., 2024; Rahmansyah & Dhany, 2023), and classical assumptions of our data to ensure our final numbers were accurate and trustworthy for drawing conclusions (Rahmansyah et al., 2021, 2022).

3. RESULTS AND DISCUSSION

RESULTS

Table 1. Validity Test Results

Statement	(X1)	(X2)	(X3)	(Y)	r-table	Status
1	0.623	0.592	0.773	0.311	0.197	Valid
2	0.697	0.720	0.720	0.293	0.197	Valid
3	0.636	0.755	0.864	0.329	0.197	Valid



Statement	(X1)	(X2)	(X3)	(Y)	r-table	Status
4	0.559	0.794	0.649	0.335	0.197	Valid
5	0.584		0.591	0.522	0.197	Valid
6	0.721				0.197	Valid

Table 1 presents the validity test results for our questionnaire. We evaluate the calculated r-values for every statement across our variables, namely Product Quality, Price, Brand Trust, and Consumer Satisfaction, against the standard r-table value of 0.197. Since all calculated r-values from statement 1 to 6 are greater than the 0.197 threshold, we confirm that all items in our instrument are valid and properly measure what they are intended to measure.

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Critical Value	Status
Product Quality (X1)	0.854	0.60	Reliable
Price (X2)	0.860	0.60	Reliable
Brand Trust (X3)	0.839	0.60	Reliable
Consumer Satisfaction (Y)	0.806	0.60	Reliable

Table 2 displays the reliability test results using the Cronbach's Alpha method. Our data shows that Product Quality scores 0.854, Price scores 0.860, Brand Trust scores 0.839, and Consumer Satisfaction scores 0.806. Because all of these values are well above the minimum critical requirement of 0.60, we conclude that the respondents' answers are highly consistent and our research instrument is reliable for gathering data.

Table 3. Normality Test Results

	Asymp. Sig. (2-tailed)	Requirement	Status
Unstandardized Residual	0.200	0.05	Normal

Table 3 shows the normality test results using the Kolmogorov-Smirnov method to see if our data is normally distributed. The test reveals an Asymptotic Significance (2-tailed) value of 0.200 for the unstandardized residual. Since this value is larger than the 0.05 standard, we find that our residual data follows a normal distribution, allowing us to safely proceed with the multiple regression analysis.

Table 4. Heteroscedasticity Test Results

Variables	Correlation Sig. Value	Requirement	Status
Product Quality (X1)	0.291	0.05	No Heteroscedasticity
Price (X2)	0.512	0.05	No Heteroscedasticity
Brand Trust (X3)	0.166	0.05	No Heteroscedasticity

Table 4 provides the heteroscedasticity test results to check if the variance of our residuals is constant. We find that the significance correlation values for Product Quality (0.291), Price (0.512), and Brand Trust (0.166) are all higher than the 0.05 threshold. This tells us that there are no heteroscedasticity problems in our regression model, meaning the variance is stable across all observations.

Table 5. Multicollinearity Test Results

Variables	VIF Value	Requirement	Status
Product Quality (X1)	1.815	< 10	No Multicollinearity
Price (X2)	1.971	< 10	No Multicollinearity
Brand Trust (X3)	1.796	< 10	No Multicollinearity

Table 5 details the multicollinearity test results, which we use to ensure our independent variables are not too strongly related to each other. The Variance Inflation Factor (VIF) values for Product Quality (1.815), Price (1.971), and Brand Trust (1.796) are all well below the maximum



limit of 10. We can state that there are no multicollinearity symptoms, meaning each independent variable provides distinct information to our model without overlapping.

Table 6. Multiple Regression Analysis Results

Variables	Unstandardized Coefficients (B)	Status
Constant	7.759	
Product Quality	0.321	Positive Result
Price	0.387	Positive Result
Brand Trust	0.701	Positive Result

Table 6 presents the multiple linear regression equation derived from our data processing. We get a constant value of 7.759, meaning if Product Quality, Price, and Brand Trust are at zero, the baseline Consumer Satisfaction sits at that positive number. The unstandardized coefficients for Product Quality (0.321), Price (0.387), and Brand Trust (0.701) are all positive. This indicates that any improvement in the product standards, pricing strategy, or trust in the brand will directly increase the overall Consumer Satisfaction at the store.

Table 7. Hypothesis Testing Results

Variables	t-statistic	t-table	Sig.	Sig. Requirement	Status
Product Quality	3.924	1.985	0.000	0.05	Significant Effect
Price	3.024	1.985	0.003	0.05	Significant Effect
Brand Trust	6.972	1.985	0.000	0.05	Significant Effect

Table 7 summarizes our hypothesis testing results. Our statistical calculations show that Product Quality has a significant effect on Consumer Satisfaction with a t-statistic of 3.924 and a p-value of 0.000. Price also significantly affects Consumer Satisfaction, showing a t-statistic of 3.024 and a p-value of 0.003. Finally, Brand Trust significantly impacts Consumer Satisfaction with the highest t-statistic of 6.972 and a p-value of 0.000. Because all t-statistics are greater than the t-table value of 1.985 and all significance values are below 0.05, we successfully accept all three of our proposed hypotheses.

DISCUSSION

Product quality is suspected to have a significant effect on consumer satisfaction at Mirza Beauty Store in Pasuruan Regency. Our statistical data processing results show that Product Quality has a positive and significant effect on Consumer Satisfaction at Mirza Beauty Store in Pasuruan Regency. We can easily understand this finding through simple economic logic where consumers who spend their hard-earned money to buy cosmetics or body care products definitely expect real benefits that match the product claims. When a beauty product has good physical and functional quality, consumers will feel that the money they spent is not wasted. The reality in the field shows that consumers of Mirza Beauty Store feel very safe and comfortable using the products they buy. They realize that the products offered have excellent performance as personal care, are safe from harmful side effects for the skin, and have intact packaging with a very long expiration period. Several consumers even stated that although they use the product regularly, no negative effects appear on their skin. This excellent physical quality directly answers the basic needs of consumers for safe and reliable beauty products. We see that when Mirza Beauty Store can guarantee that the goods they sell are in perfect condition and suitable for various skin types, the feeling of satisfaction from within the buyer will form naturally without the need for excessive promotional pushes.

Our findings in the field are very much in line with previous research conducted by Safira and Asmin (2025), who stated that the physical quality of a cosmetic product has a very important role in creating consumer satisfaction in the market. The most crucial aspect for buyers of beauty



products is the guarantee that the items applied to their bodies will not pose any risk or danger whatsoever to the skin or long-term health. This finding also strengthens the empirical evidence from the study conducted by Supriyadi, Anggraeni, Ramadhan, and Purwanto (2023), which emphasized that the quality of beauty products directly determines how satisfied a customer is after making a purchase. In the Mirza Beauty Store environment, we observe that consumers who get high-quality products will keep a positive long-term memory of the store. The experience of getting original, flawless items that function maximally according to skin needs makes consumers feel highly valued. This consistent quality is not just about how good the makeup sticks to the face, but also about how the product builds the wearer's self-confidence. We conclude that maintaining the quality of the products sold is the most basic and mandatory strategy that must be carried out by the store if they want consumers to continue to feel satisfied and not switch to other cosmetic stores that are currently mushrooming in Pasuruan Regency.

Price is suspected to have a significant effect on consumer satisfaction at Mirza Beauty Store in Pasuruan Regency. Our data testing proves that Price has a positive and significant effect on Consumer Satisfaction at Mirza Beauty Store in Pasuruan Regency. In economic rationality, price is always the main consideration for consumers before they decide to exchange their money for an item. Consumers always carefully weigh whether the nominal value listed on the product label is worth the beauty benefits they will get. At Mirza Beauty Store, we see that setting affordable and varied prices according to packaging sizes makes consumers feel very advantaged. Buyers can freely adjust their choice of cosmetics to their respective financial conditions without feeling burdened. There is a group of consumers who prefer products with the cheapest price even though the packaging is ordinary, but there are also consumers who are willing to pay a higher price because they know exactly that the quality and benefits provided are very satisfying. The price flexibility offered by this store provides added value in the eyes of buyers. We observe that when consumers feel the price they pay is able to provide real advantages that exceed their initial expectations, that feeling of satisfaction will immediately appear. Prices that can compete with other beauty stores in the Pasuruan area make buyers feel that they have made a frugal and on-target shopping decision.

The real evidence in the field that we found is very much in line with the results of research conducted by Ziana and Istiono (2024), who stated that price has a very strong influence on the level of buyer satisfaction after transacting. Consumers have their own perceptions in assessing whether a product is classified as cheap, fair, or too expensive, and this perception directly affects their purchase intention. When Mirza Beauty Store sets a price that is felt to be very reasonable and rational by the local community, this store successfully wins the hearts of its customers. Our findings also support the conclusions of the study conducted by Supriyadi, Anggraeni, Ramadhan, and Purwanto (2023), which explained that price has a significant impact on satisfaction, where many consumers argue that a slightly higher price often reflects a more guaranteed quality of cosmetics. At Mirza Beauty Store, this competitive pricing strategy is proven effective in maintaining customer happiness. Consumers realize that although there are various online stores that might offer lower prices, the certainty of getting physical goods directly at a price that still makes sense provides far more peace of mind. We assess that the strategy of maintaining rational prices that are balanced with the quality of goods is a tactical step to ensure local consumers remain loyal to shopping at this store.

Brand trust is suspected to have a significant effect on consumer satisfaction at Mirza Beauty Store in Pasuruan Regency. Our statistical analysis provides the result that Brand Trust has a positive and significant effect on Consumer Satisfaction at Mirza Beauty Store in Pasuruan Regency. In everyday business operational logic, trust is the main capital that makes consumers feel safe, especially when they shop for products that will be applied directly to sensitive facial areas. Consumers will not want to take risks by buying cosmetic brands whose origins are unclear. We found that Mirza Beauty Store is very smart in building this trust by consistently providing well-



known cosmetic brands whose integrity has been proven in the market, such as Wardah, Emina, Make Over, Dazzle Me, and YOU. When consumers see these big brands that are very familiar to their ears available on the store shelves, they immediately feel confident that the goods are guaranteed safe to use. Consumers feel very satisfied because products from these trusted brands always include clear and transparent information on their ingredients. The belief that the brand is able to meet the specifications of their makeup and skin care needs well makes the shopping process much more relaxed. We see that the sense of security from the guarantee of a well-known brand automatically eliminates buyer doubts, allowing them to go home from the store with a relieved and highly satisfied feeling regarding the cosmetics they have chosen.

The empirical conditions we found in this store are very much in line with the research results presented by Safira and Asmin (2025), who emphasized that brand trust has a very vital role in creating cosmetic consumer satisfaction. Buyers who have full confidence in the safety level of a brand will more easily feel satisfied with their purchase because their skin protection expectations have been built very positively from the start. Our research results also strongly reinforce the studies from Bila and Fauzi (2022) as well as Jamilah and Habra (2022), both of which found that brand trust is the strongest emotional foundation in influencing consumer satisfaction in the beauty industry realm. At Mirza Beauty Store, we observed that brand trust does not only depend on the big name of the factory, but is also supported by the store's services which are transparent in presenting products that are still neatly sealed and proven authentic. The availability of these popular brands meets the expectations of local buyers who want quality standards like in big cities without having to travel far from where they live. We see that by continuing to secure the supply of brands that are already strongly trusted by the wider community, Mirza Beauty Store has successfully built a reputation as the safest and most satisfying cosmetic shopping center in the Pasuruan region.

4. CONCLUSION

We conclude that Product Quality has a positive and significant effect on Consumer Satisfaction at Mirza Beauty Store in Pasuruan Regency. Our results show that Price also has a positive and significant effect on Consumer Satisfaction. We find that Brand Trust provides a positive and significant effect on Consumer Satisfaction. For future research, we suggest adding other variables outside this model, such as service quality or promotion, and expanding the number of respondents to cover a wider research area.

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