THE EFFECT OF PRICE AND WORD OF MOUTH ON THE ORIGINOTE SKINCARE PRODUCT PURCHASE SATISFACTION

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Abstrak

Penelitian ini bertujuan untuk menginvestigasi pengaruh harga dan *Word of Mouth* (WOM) terhadap kepuasan pembelian produk *skincare The Originote*. Metode kuantitatif digunakan dengan menerapkan regresi berganda pada data survei yang dikumpulkan dari konsumen. Hasil analisis menunjukkan bahwa harga memiliki pengaruh positif yang signifikan terhadap kepuasan pembelian, sementara WOM memiliki pengaruh negatif yang signifikan. Interaksi antara harga dan WOM juga ditemukan memengaruhi kepuasan pembelian. Word of Mouth yang positif dapat meredam dampak negatif dari harga yang tinggi, sementara WOM yang negatif dapat memperkuat dampak negatif harga yang tinggi. Temuan ini menyoroti pentingnya strategi pemasaran yang berfokus pada memperkuat WOM positif dan merespons dengan tepat terhadap ulasan negatif untuk meningkatkan kepuasan pembelian. Meskipun model regresi mampu menjelaskan sebagian besar variasi dalam kepuasan pembelian, penelitian masa depan dapat mempertimbangkan faktor-faktor tambahan yang mempengaruhi kepuasan konsumen secara lebih rinci.

Kata kunci: pengaruh harga, pengaruh *word of mouth*, keputusan pembelian.

Abstract
This study aims to investigate the effect of price and Word of Mouth (WOM) on satisfaction with the purchase of The Originote *skincare products. Quantitative methods are used by applying multiple regression to survey data collected from consumers. The results of the analysis show that price has a significant positive effect on satisfaction with the purchase, while WOM has a significant negative effect. The interaction between price and WOM was also found to affect satisfaction with the purchase. Positive Word of Mouth can dampen the negative impact of high prices, while negative WOM can strengthen the negative impact of high prices. These findings highlight the importance of marketing strategies that focus on strengthening positive WOM and responding appropriately to negative reviews to increase satisfaction with the purchase. Although the regression model is able to explain most of the variation in satisfaction with the purchase, future research can consider additional factors that influence consumer satisfaction in more detail.*

INTRODUCTION

The skincare industry has emerged as a major focus in the modern beauty realm, introducing a wide range of products with compelling claims and innovations. Amidst increasing competition, the rise of brands like The Originote reflects the success of attracting consumer attention through promises of high-quality products made with natural ingredients. As a key player in a highly competitive industry, The Originote consistently strives to enhance customer satisfaction through various marketing strategies and effective pricing policies. Customer satisfaction is a critical indicator of a product's success in the market, making it important to understand the factors influencing this satisfaction. Two key factors that are central to understanding consumer behavior are price and word of mouth (WOM).

Price is a crucial element in consumer purchasing decisions. In the context of skincare products, price not only reflects quality but also shapes the perceived value of the product. Consumers often associate higher prices with better quality, even though this may not always be accurate. Appropriate pricing can enhance the appeal of a product and ultimately affect customer satisfaction. In addition to price, word of mouth (WOM) plays a significant role in influencing purchase satisfaction. WOM, or recommendations from others, is one of the most effective and trusted forms of promotion. In the digital age, WOM has evolved into reviews and testimonials on online platforms, greatly impacting consumer purchasing decisions. Positive reviews can boost customer trust and satisfaction with skincare products like The Originote.

This study will analyze how price and word of mouth influence the purchase satisfaction of The Originote skincare products. By understanding the relationship between these variables, the research aims to provide deeper insights for the company to develop more effective marketing strategies and enhance customer satisfaction and loyalty. Additionally, this study seeks to contribute to the academic literature on consumer behavior in the skincare industry. Everyday perceptions of the effectiveness and satisfaction derived from The Originote skincare products, shared within social circles, can be a significant factor influencing consumer purchasing preferences. However, the influence of price should not be overlooked. Especially in a dynamic economic environment, competitive pricing that aligns with the product's value can serve as a major trigger for purchase conversion.

The phenomenon of skincare product purchasing also reflects shifting consumption patterns among urban communities in Indonesia. Openness to global beauty trends, fueled by access to technology and social media, has transformed how consumers interact with beauty products. Consequently, skincare marketing strategies must be responsive to these dynamics, taking into account both price and WOM when formulating effective approaches. Therefore, the study of the influence of price and WOM on the purchase satisfaction of The Originote skincare products will offer a deeper understanding of the local skincare market dynamics. This research is not only relevant for companies seeking to increase market penetration and customer loyalty but also for other stakeholders in the beauty industry to track consumer trends and improve their strategies.

The research problem in this study is outlined as follows: (1) How does price affect the purchase satisfaction of The Originote skincare products? (2) How does word of mouth affect the purchase satisfaction of The Originote skincare products? (3) How does the interaction between price and word of mouth influence the purchase satisfaction of The Originote skincare products? This research aims to

explore the extent to which pricing and word of mouth, both directly and through online reviews, affect consumer satisfaction, as well as how the combination of these factors can provide practical insights for the company in developing more effective pricing and marketing strategies to improve customer satisfaction and loyalty.

LITERATURE REVIEW

Purchase decisions play a vital role in consumer behavior dynamics, drawing attention in disciplines such as marketing, psychology, and economics. Kotler & Armstrong (2016) assert that purchasing decisions reflect consumer attitudes by delving into the selection, acquisition, and use of products, services, ideas, or experiences to fulfill diverse needs and desires. Several stages or indicators describe the consumer purchasing decision process:

1. Problem recognition is when consumers realize a need or want that must be fulfilled. At this stage, consumers begin to search for information about the right product or brand to meet their needs.

2. Information search is the second step, where consumers actively seek information about available brands or products. Media such as the internet, advertisements, and user reviews serve as important sources that help consumers understand the advantages and strengths of a brand.

3. Alternative evaluation occurs when consumers compare various brands or products to choose the one that best suits their needs and preferences. This process involves assessing product attributes, price, brand reputation, and past experiences.

4. Purchase decision is the stage where consumers make the final choice and purchase the product they believe best matches their needs and desires. Factors such as confidence, preferences, and price considerations can influence this decision.

5. Post-purchase behavior is a crucial stage in the consumer purchase cycle. After buying and using the product, consumers will evaluate their experience and form either positive or negative perceptions of the brand. Positive perceptions can increase brand loyalty and influence future purchasing decisions, while negative perceptions may reduce the likelihood of repurchasing. The entire consumer purchase decision process involves complex steps influenced by various internal and external factors.

According to Elmi Yunita (2020), price perception refers to the consumer's evaluation of the value they receive from a product or service relative to the cost they incur. In this context, Magfiroh et al. (2022) identify three key factors that shape consumer price perception: price accessibility, price relevance, and price level. Price accessibility highlights the individual's ability to purchase a product or service at a price deemed affordable or aligned with their financial situation. Price relevance emphasizes how well the price of the product or service matches the benefits or value it provides to the consumer. Meanwhile, price level refers to the absolute magnitude of the price applied to the product or service, without considering its relationship to value or benefits. By understanding these three indicators, companies can design more effective pricing strategies to meet consumer expectations and needs.

Word of mouth marketing, or WOM communication, is a proven strategy that has become an effective tool for companies to influence consumer purchase decisions. According to Kotler, word of mouth marketing is defined as interpersonal

interactions that involve sharing information about product or service purchase experiences, whether verbally, in writing, or through electronic media. Pamungkas (2016) expands on this definition by noting that word of mouth marketing encompasses various activities, from discussions and promotions to product recommendations to potential consumers. The unique strength of word of mouth marketing lies in the high level of trust consumers place in recommendations from friends or trusted groups.

Siswanto & Maskan (2020) explain that word of mouth involves the exchange of narratives regarding positive experiences related to a product or service. Naufal (2015) emphasizes the high trust consumers place in word of mouth because the information originates from individuals they know. Tjiptono (2005) adds that word of mouth does not only occur directly between individuals but also through various forms of communication, both personal and indirect.

This study connects with consumer purchase decision theory, price perception theory, and word of mouth marketing theory. Understanding the relationship between these factors will provide insights into how The Originote can shape its strategies to meet consumer demands effectively.

RESEARCH METHOD

The approach used in this study is a quantitative method designed to measure the impact of price and word of mouth on the purchase satisfaction of The Originote skincare products. This approach is selected for its ability to provide objective and measurable analysis through the collection of numerical data and the application of statistical techniques. Data will be gathered using a survey administered through a questionnaire specifically developed for this research. The questionnaire will include questions related to price perception, the influence of word of mouth, and purchase satisfaction levels.

Classical assumption tests are a critical step in regression analysis to ensure the validity and reliability of the model employed. These tests include normality testing, heteroscedasticity testing, and multicollinearity testing (Sari et al., 2023). Normality testing is conducted to verify that the data follow a normal distribution, which is crucial as many statistical methods assume this condition. Heteroscedasticity testing is necessary to determine whether the residual variance is constant across all values of the independent variables, while multicollinearity testing ensures that there are no strong correlations among the independent variables that could disrupt the regression results (Zakariah et al., 2020). The results of these classical assumption tests will aid the researcher in determining whether data transformation or other techniques are required to refine the regression model and maintain its reliability. By ensuring that the basic assumptions of the regression model are met, the analysis results become more valid and reliable for drawing accurate conclusions (Sari et al., 2023).

Multiple regression analysis will be employed to examine the simultaneous effects of price and word of mouth on purchase satisfaction. This model will allow for an evaluation of the contribution of each independent variable to the dependent variable. The regression equation to be used is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Y represents purchase satisfaction, X1 is price, X2 is Word of Mouth, and ε is the error term. In this study, a t-test will be applied to evaluate the significance of each regression coefficient, specifically for the independent variables price and Word

of Mouth, to determine whether both have a significant individual influence on purchase satisfaction. The null hypothesis proposed is that the regression coefficient for each independent variable is equal to zero, indicating no effect. In addition, an F-test will be conducted to assess the overall significance of the regression model, with the null hypothesis stating that all regression coefficients are jointly insignificant. The coefficient of determination (R^2) will also be used to evaluate how well the independent variables in the model explain the variation in the dependent variable, with a higher R^2 value indicating a better explanation of the variation in purchase satisfaction. This study involves a sample of 75 respondents..

RESULTS AND DISCUSSION

1. Results

a. Classical Assumption Test
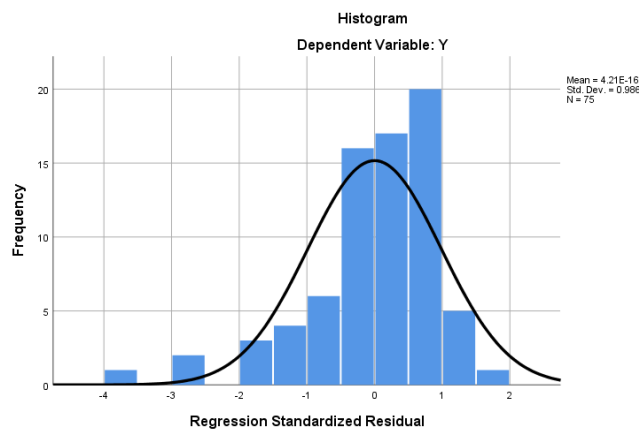
Picturesumber
1. Normality Test Result Graph

Based on the normality test results, the significance value obtained is 0.125, which is greater than 0.05. This indicates that the data in this study follows a normal distribution. Data normality is a critical assumption in regression analysis, as it ensures the validity of the statistical tests employed. With normally distributed data, we can proceed with further analysis, confident that the results will be accurate and reliable.

Table 1. Multicollinearity Test Results

Variable	VIF Value
Price	1,03
Word of Mouth	1,03

In this analysis, the results of the multicollinearity test indicate that the Tolerance and Variance Inflation Factor (VIF) values for each variable are 1.03. Since the Tolerance value exceeds the threshold of 0.1 and the VIF value is below 10, it can be concluded that there is no issue of multicollinearity within the model. This means that there is no indication of strong interrelationships among the independent variables that could potentially disrupt the regression analysis.

Table 2. Autocorrelation Test Results

Durbin Watson
1,728

The Durbin-Watson (DW) statistic of 1.728 indicates the level of autocorrelation in the tested regression model. A value of 1.728 is close to 2, suggesting that the degree of autocorrelation in the data is relatively low."
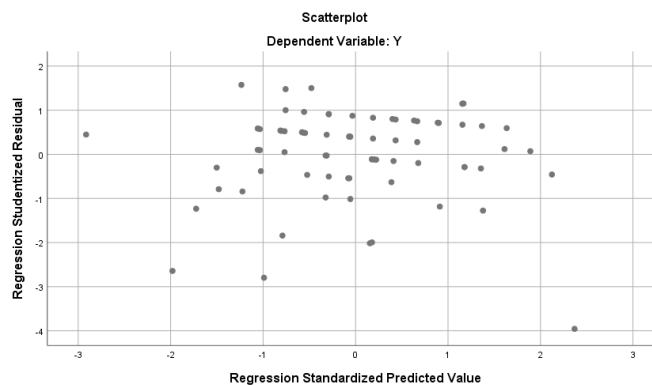
Picture 2. Heteroscedasticity Test Results

Support for the classical assumptions in this analysis is also derived from the scatter plot graph results, which show the distribution of data points randomly around the horizontal line on the y-axis. This indicates the absence of a consistent pattern, suggesting that no heteroscedasticity symptoms are detected. Therefore, the regression model used can be considered to meet the classical assumptions, providing confidence in the interpretation of the regression analysis results with a high degree of certainty. Hypothesis Testing

b. Hypothesis Testing
1) Simultaneous Test (F)

Table 3. F Test Results

F test	Sig Value
1,053	0,035

The results of the simultaneous test (F-test) from the ANOVA table indicate that the regression model used is statistically significant in explaining the variation in customer satisfaction with The Originote skincare products. This is evidenced by an F-value of 1.053 with a significance (Sig.) of 0.035. Since the significance value is less than 0.05, we can reject the null hypothesis which states that all regression coefficients are equal to zero. This implies that the independent variables, namely price and word of mouth, have a significant joint effect on purchase satisfaction. Therefore, the constructed regression model can be considered valid for analyzing the relationship between price, word of mouth, and purchase satisfaction.

2) Partial test (t)

Table 4. T test Result

Variable	T value
Price	1,819
Word of Mouth	1,750

The results of the partial test indicate that both price and word of mouth variables significantly affect consumer satisfaction with The Originote skincare products. The regression coefficient for the price variable is 0.084, with a t-value of 1.819 and a significance level of 0.004. Since the significance value is less than the 0.05 threshold, this suggests that price has a significant positive effect on purchase satisfaction. This means that a higher positive perception of the product's price is associated with increased consumer satisfaction.

On the other hand, the regression coefficient for the word of mouth variable is -0.088, with a t-value of 1.750 and a significance level of 0.003. This significance level is also below the 0.05 threshold, indicating that word of mouth has a significant negative effect on purchase satisfaction. In this context, an increase in negative word of mouth or unfavorable reviews can decrease consumer satisfaction.

Both independent variables exhibit tolerance and VIF values close to 1, suggesting that multicollinearity is not an issue. These results confirm that both price and word of mouth individually have a significant impact on consumer satisfaction with The Originote skincare products.

c. Multiple Regression Analysis

Table 5. Multiple Regression Result

ANOVA[a]						
	Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	9.627	2	4.813	1.053	.035[b]
	Residual	329.120	72	4.571		
	Total	338.747	74			
Dependent Variable: Kepuasan Pembelian						
Predictors: (Constant), *Word of Mouth*, Harga						

Dari Based on the model output summary, the R value is 0.686, indicating a moderate level of correlation between the independent variables (price and word of mouth) and the dependent variable (purchase satisfaction). Furthermore, the R-Square (R^2) value is 0.842, which implies that 84.2% of the variance in purchase satisfaction can be explained by the variables of price and word of mouth. This suggests that these independent variables make a significant contribution to explaining the level of consumer satisfaction with The Originote skincare products.

This result indicates that the regression model used has a relatively good ability to explain the variance in purchase satisfaction. The very small Adjusted R-Square of

0.001 suggests that there is minimal adjustment to the R-Square after accounting for the number of independent variables in the model. The regression equation derived from the coefficients output is as follows:

$$Y = 18647 + 0,084X_1 - 0,088X_2$$

This regression equation indicates that a one-unit increase in the positive perception of price (assuming other variables remain constant) will lead to an increase in purchase satisfaction by 0.084 units. Conversely, a one-unit increase in negative word of mouth will decrease purchase satisfaction by 0.088 units, assuming other variables remain constant. The constant value of 18,647 represents the level of purchase satisfaction when the variables of price and word of mouth are considered to be zero or have no effect.

Table 6. Adjusted R Square Result

R Square	Adjusted R Square
1,686	0,842

The R-squared value of 0.842 indicates that the regression model developed is quite robust in explaining the variation in purchase satisfaction for The Originote skincare products. This suggests that a significant portion of the variation in purchase satisfaction can be attributed to price and word of mouth. However, the very small Adjusted R-squared value (0.001) may imply that the addition of independent variables does not significantly contribute to the model's explanatory power, or there may be other variables not included in the model that could influence purchase satisfaction.

Overall, these results suggest that both price and word of mouth have a significant impact on purchase satisfaction. The regression model used provides a fairly accurate depiction of how these two variables influence the satisfaction of purchasing The Originote skincare products.

Discussion
a. The Impact of Price on Purchase Satisfaction for The Originote Skincare Products
Price is a key factor influencing consumer purchase satisfaction (Anisa et al., 2022). In the context of The Originote skincare products, the study findings indicate that price has a positive and significant effect on purchase satisfaction. The regression coefficient for the price variable is 0.084, meaning that each unit increase in positive perception of price will enhance purchase satisfaction by 0.084 units (Anisa et al., 2022). This suggests that consumers are likely to feel more satisfied when they perceive the price of the product as commensurate with the quality they receive.

Consumer perceptions of price are often related to their expectations of product quality. If consumers feel that the price of The Originote products is proportional to the benefits and quality offered, they will likely be more satisfied with their purchase. Conversely, if the price is perceived as too high relative to the perceived quality, purchase satisfaction may decrease. Therefore, appropriate pricing is a critical

Idgar Priyo Wiyarto, Nenah Sunarsih (2024). Strategi pemasaran PT Pos Indonesia KCP Bancar Kabupaten Tuban dalam upaya peningkatan pendapatan surat dan paket

https://doi.org/xxxxxx

strategy for The Originote to ensure that consumers feel they are getting value for their money (Soraya & Marlena, 2020).

Moreover, price can also serve as an indicator of quality in consumers' minds. In the skincare industry, where trust in products is crucial, higher prices are often associated with better quality and more premium ingredients. Consumers purchasing higher-priced products may feel more confident and satisfied with their purchase, as they believe they are making a worthwhile investment in their skincare regimen. Thus, effective pricing not only attracts consumers but also enhances their satisfaction post-purchase.

Overall, the impact of price on purchase satisfaction for The Originote skincare products demonstrates that a price deemed fair or valuable by consumers can enhance their satisfaction. This underscores the importance of a pricing strategy that considers consumer perceptions of value and product quality. For The Originote, maintaining a balance between price and product quality will be key to sustaining and enhancing customer satisfaction.

b. The Impact of Word of Mouth on Purchase Satisfaction for The Originote Skincare Products

Word of Mouth (WOM) is a significant factor influencing purchase decisions and consumer satisfaction (Soraya & Marlena, 2020). The study findings reveal that WOM has a negative and significant effect on purchase satisfaction for The Originote skincare products. The regression coefficient for the WOM variable is -0.088, meaning that each unit increase in negative perception of WOM will decrease purchase satisfaction by 0.088 units. This indicates that poor or negative reviews and recommendations can significantly lower consumer satisfaction with the product.

Negative WOM can arise from unsatisfactory personal experiences or perceptions shaped by others' opinions. When consumers hear bad reviews or experience negative feedback from other users, they tend to become more critical and less satisfied with the product they purchased (Soraya & Marlena, 2020). This may be due to unmet expectations or distrust stemming from the negative stories and experiences they have encountered. In the skincare industry, where product outcomes heavily depend on individual experiences, negative WOM can significantly impact purchase satisfaction.

Conversely, positive WOM can enhance purchase satisfaction by reinforcing consumer trust in the product (Anisa et al., 2022). Positive reviews and recommendations from other users who have experienced benefits from The Originote products can boost consumer perceptions of the product's effectiveness and quality. Consumers who receive positive information from trusted sources are more likely to feel satisfied with their purchase, as they feel supported by others' positive experiences.

Therefore, it is crucial for The Originote to actively manage and monitor customer reviews and testimonials. Efforts to improve customer experiences and encourage positive reviews can be instrumental in increasing purchase satisfaction. Additionally, prompt and appropriate responses to negative reviews can help improve consumer perceptions and mitigate the adverse effects of negative WOM. With the right strategies, The Originote can leverage WOM as a powerful tool to enhance customer satisfaction and strengthen brand image in the market.

c. The Interaction Between Price and Word of Mouth in Influencing Purchase Satisfaction

The study found that there is an interaction between price and word of mouth affecting purchase satisfaction for The Originote skincare products. This interaction indicates that the effect of price on purchase satisfaction may vary depending on the level of word of mouth received by consumers. In this context, a high price may be more acceptable to consumers if supported by positive WOM, while the same price could lead to dissatisfaction if accompanied by negative WOM.

When the price of The Originote products is perceived as high but is balanced by positive WOM, consumers are likely to view the price as a reflection of higher quality. Positive recommendations and reviews from other users can help alleviate doubts and increase consumer trust in the product (Adi et al., 2022). In this case, consumers may be more willing to pay a higher price because they believe the product will provide benefits commensurate with the cost, which in turn can enhance their level of purchase satisfaction.

However, if a high price is accompanied by negative WOM, the effect may differ. Poor reviews or negative recommendations can heighten consumer skepticism and distrust towards the product. In such situations, a high price might be viewed as unjustifiable relative to the perceived benefits or quality, leading to reduced purchase satisfaction (Huda & Nugroho, 2020). Thus, the interaction between price and WOM is a crucial factor in shaping consumer perceptions of product value and, ultimately, their satisfaction post-purchase.

Understanding the interaction between price and WOM enables The Originote to design more effective marketing strategies. This includes strengthening positive WOM through good brand management and responsive customer reviews, as well as considering appropriate price adjustments to reflect consumer perceptions of product value (Winalda & Sudarwanto, 2022). Consequently, the company can create a more satisfying purchasing experience for consumers and enhance its market position in the competitive skincare industry (Soraya & Marlena, 2020).

CONCLUSION

The analysis results show that price has a positive and significant impact on purchase satisfaction, while word of mouth has a negative and significant impact. This highlights the importance of setting prices that align with consumer perceptions of product value and benefits. The interaction between price and word of mouth also proves to affect purchase satisfaction. The study finds that positive WOM can mitigate the negative impact of high prices, whereas negative WOM can amplify the adverse effects of high prices. Therefore, efforts to enhance positive WOM and respond appropriately to negative reviews are key strategies in improving purchase satisfaction. Additionally, the regression model used in this study is capable of explaining a substantial portion of the variation in purchase satisfaction for The Originote skincare products. Nonetheless, there is potential for improvement by considering other factors that may affect purchase satisfaction, such as product attributes and detailed customer experiences.

Overall, this research provides significant insights into consumer behavior in the skincare industry, particularly concerning price and word of mouth. The practical implications of this study can assist The Originote and similar companies in optimizing their marketing strategies to enhance customer satisfaction and loyalty, as well as strengthening their market position in an increasingly competitive environment.

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