Al-Kharaj: Journal of Islamic Economic and Business
Volume 8 (2), 2026
P-ISSN: 2686-262X; E-ISSN: 2685-9300

The Effect of Service Quality, Price and Consumer Buying Interest on Customer Satisfaction at Evi Marbau Cosmetic Store

Uges Febriani[1]
[1] Labuhanbatu University
Email: ugesfebriani72@gmail.com

Keywords
Service Quality, Price, Purchase Intention, Customer Satisfaction

Abstract

This study aims to determine the effect of service quality, price, and purchase intention on customer satisfaction at the Evi Marbau Cosmetics Store. This study used a quantitative approach with a survey method. The study population was customers who had visited the Evi Marbau Cosmetics Store, with an average of 120 customers per week. The research sample was determined using the Slovin formula with a 5% margin of error, resulting in 93 respondents. Data collection was conducted through a questionnaire using a Likert scale. Data analysis used multiple linear regression with partial tests (t-test), simultaneous tests (F-test), and validity and reliability tests using SPSS. The results showed that service quality, price, and purchase intention partially had a significant effect on customer satisfaction. Simultaneously, these three variables also significantly influenced customer satisfaction at the Evi Marbau Cosmetics Store. The results of the validity and reliability tests indicated that all statement items were valid and the research instrument was reliable. Therefore, improving service quality, setting appropriate prices, and increasing consumer purchase intention can improve customer satisfaction.

INTRODUCTION

In the modern era, awareness of the importance of self-care, especially among women, is growing. Beauty is a key factor in enhancing appearance, making customer satisfaction key to business success in the competitive cosmetics industry. According to Kotler (in Eka Putri Maulidiah, 2023), customer satisfaction is the feeling of pleasure or disappointment that arises after comparing product performance with previous expectations. This demonstrates that customer satisfaction plays a crucial role in building loyalty and maintaining long-term business sustainability. Aditya Wardhana (2024) also states that customer satisfaction is an indicator of a successful marketing strategy because satisfied customers tend to make repeat purchases and recommend products to others.

One of the main factors influencing customer satisfaction is service quality. Parasuraman, Zeithaml, and Berry (in Firga Alia Mumtaza and Heppy Millanyani, 2023) state that service quality consists of five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Good service can create a positive experience for customers, thereby increasing customer satisfaction. Yuda Teguh Siswanto (2020) also explains that good service quality will provide added value for customers because customers evaluate not only the product purchased but also how the service is delivered by the service provider or seller.

In addition to service quality, price also plays a significant role in customer satisfaction. According to Kotler and Armstrong (in Dina Nova Sari, 2019), price is the amount of money consumers must pay to obtain a product or service. A price that aligns with product quality and consumer purchasing power will provide a positive perception of value, thereby increasing

customer satisfaction. Therefore, determining the right price is a crucial strategy for businesses in attracting and retaining customers.

Another factor that influences customer satisfaction is purchase intention. According to Aditya Wardhana (2024), purchase intention is a consumer's tendency to purchase a product after evaluating the information obtained. High purchase intention indicates consumer interest in the product offered, which can encourage purchasing decisions and increase customer satisfaction.

Evi Marbau Cosmetics is a business that continuously strives to improve its service quality through staff training and service system development to meet customer needs. However, determining prices that align with consumer purchasing power and increasing purchase intention remain challenges. Therefore, it is crucial to measure the impact of these three variables on customer satisfaction to ensure more effective business strategies.

Previous research has shown that service quality and price significantly influence customer satisfaction, while purchase intention acts as a mediator, strengthening this relationship (Dhina Resty Aruan, 2021). Therefore, a comprehensive understanding of the relationship between service quality, price, and purchase intention is crucial for cosmetics store managers like Evi Marbau in formulating targeted marketing policies and strategies.

At the Evi Marbau Cosmetics Store, there is a problem related to customer purchasing interest, which has experienced a decline in the number of visitors, resulting in declining sales turnover over time. This can occur due to customer dissatisfaction or customers switching to other stores. Furthermore, the emergence of various new cosmetic stores as competitors offering more diverse products and marketing strategies, particularly through digital marketing, also poses a challenge for the Evi Marbau Cosmetics Store.

Based on these problems, this study will examine the influence of service quality, price, and consumer purchasing interest on customer satisfaction at the Evi Marbau Cosmetics Store. The results of this study are expected to provide strategic contributions for store managers in increasing customer satisfaction while strengthening business competitiveness amidst increasingly competitive markets.

Based on the above background, this study aims to: (1) Determine how service quality affects customer satisfaction at the Evi Marbau Cosmetics Store. (2) Determine how price affects customer satisfaction at the Evi Marbau Cosmetics Store. (3) Determine the influence of purchasing interest on customer satisfaction at the Evi Marbau Cosmetics Store. (4) To determine the influence of Service Quality, Price, and Purchase Intention on Customer Satisfaction at the Evi Marbau Cosmetics Store.

Hypothesis

H1: Service Quality is suspected to have a partial effect on customer satisfaction at the Evi Marbau Cosmetics Store.
H2: Price is suspected to have a partial effect on customer satisfaction at the Evi Marbau Cosmetics Store.
H3: Purchase Intention is suspected to have a partial effect on customer satisfaction at the Evi Marbau Cosmetics Store.
H4: Service Quality, Price, and Purchase Intention are suspected to have a simultaneous effect on customer satisfaction at the Evi Marbau Cosmetics Store.

METHODS

This study uses a quantitative approach, with the variables studied including service quality, price, and purchase intention as independent variables, while customer satisfaction is the dependent variable. The independent variables consist of service quality (X1), price (X2), and purchase intention (X3), which are analyzed for their influence on customer satisfaction (Y). The study was conducted in Marbau District and is planned to run from January to March 2026, or adjusted to meet research needs.

A population is a generalized area consisting of objects or subjects with certain characteristics determined by the researcher to be studied and then conclusions drawn. Sugiyono (in Dhina Resty Aruan, 2021) explains that a population is the entire research subject with certain characteristics in accordance with the research objectives. In this study, the population used was customers who had visited the Evi Marbau Cosmetics Store, with an average of 120 customers per week. The sample is a subset of the population that represents the characteristics of the population being studied. According to Sugiyono (in Dhina Resty Aruan, 2021), a sample is a subset of the population with the number and characteristics of a population. The sample size in this study was determined using the Slovin formula with a 5% margin of error. Based on calculations using this formula, the sample size was 92.30, which was then rounded to 93 respondents. This rounding was done to ensure a more representative sample and facilitate the data collection process.

The types of data used in this study consisted of primary and secondary data. Primary data was obtained directly from the original source, namely respondents, through questionnaires and interviews. Meanwhile, secondary data was readily available and obtained from various sources such as journals, books, articles, previous research, and theses relevant to the research. The primary data source in this study was customers who made transactions at the Evi Cosmetics Marbau Store, as they provided the information necessary to support the research analysis process.

Data collection was conducted by distributing questionnaires to customers who had shopped at the Evi Cosmetics Marbau Store. The questionnaire was structured as a list of questions using a Likert scale in checklist format. The Likert scale used had five response alternatives: strongly agree, agree, somewhat agree, disagree, and strongly disagree. Each response was assigned a specific value to facilitate the data measurement and analysis process. Data analysis techniques in this study included hypothesis testing, validity testing, and reliability testing. Hypothesis testing was conducted to determine the effect of independent variables on the dependent variable. Hypothesis testing consisted of partial tests (t-tests) and simultaneous tests (F-tests). The t-test was used to determine the effect of each independent variable on the dependent variable individually with a 95% confidence level or $\alpha = 0.05$, while the F-test was used to determine the effect of the independent variables collectively on the dependent variable at the same confidence level.

In addition, validity and reliability tests were conducted to assess the feasibility of the research instrument. Validity indicates the extent to which a measuring instrument is able to measure what it is supposed to measure. Sugiyono (in Dhina Resty Aruan, 2021) stated that a valid instrument is one that can measure data accurately and validly. Validity testing was conducted using SPSS version 20.00, with the criteria that a statement is declared valid if the calculated r value is greater than the table r value, and invalid if the calculated r value is less than the table r value. Meanwhile, reliability indicates the level of consistency of the measuring instrument. According to Jogiyanto (in Dhina Resty Aruan, 2021), reliability indicates the extent to which a measuring instrument can provide consistent results when repeated measurements are taken on the same object. Reliability testing in this study used the Cronbach's Alpha method, with alpha values of 0.00–0.20 indicating very unreliable, 0.21–0.40 unreliable, 0.42–0.60 fairly reliable, 0.61–0.80 reliable, and 0.81–1.00 very reliable. Thus, validity and reliability testing were conducted to ensure that the research instrument used was truly feasible and can be trusted in measuring the research variables.

RESULTS AND DISCUSSION

Hypothesis Testing

Partial Hypothesis Testing (t-Test)

The results of the t-test can be seen in the coefficients table from the multiple linear regression analysis. The significance level was 0.05 ($\alpha = 5\%$).

Table 1.Test Results

Coefficients[a]				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	7.365	.422		17.432	<,001
	X1	.073	.023	.239	3.168	.002
	X2	.095	.023	.341	4.140	<,001
	X3	.116	.026	.378	4.463	<,001
a. Dependent Variable: Y						

Source: processed data (2026)

1. The Effect of Service Quality on Customer Satisfaction
Based on the results of the hypothesis test in Table 4.1, the service quality variable has a calculated t-value > t-table (3.168 > 1.661) with a significance level of 0.002 < 0.05. This indicates that the service quality variable (X1) has a partial significant effect on customer satisfaction (Y). Therefore, service quality contributes to customer satisfaction.
2. The Effect of Price on Customer Satisfaction
Based on the results of the hypothesis test in Table 4.13, the price variable has a calculated t-value > t-table (4.140 > 1.661) with a significance level of 0.001 < 0.05. This indicates that the price variable (X2) has a partial significant effect on customer satisfaction (Y) at the Evi Cosmetics Marbau Store.
3. The Effect of Purchase Intention on Customer Satisfaction
Based on the results of the hypothesis test in Table 4.13, the price variable has a calculated t-value > t-table (4.463 > 1.661) with a significance level of 0.001 < 0.05. This indicates that the purchase intention variable (X3) has a partial and significant effect on customer satisfaction (Y) at Evi Cosmetics Marbau.

Simultaneous Hypothesis Testing (F Test)

The F test is used to test whether the independent and dependent variables are simultaneously related.

Table 2. F Test Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.745	3	8.248	53.528	<,001[b]
	Residual	13.715	89	.154		
	Total	38.460	92			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X1, X2						

Source: processed data (2026)

Based on the table data in the F-test above, it can be understood that the calculated F-value is 53.528 > F-table 2.71 with a significance probability of 0.001 < 0.05. Therefore, it can be concluded that there is a significant simultaneous influence of Service Quality, Price, and Purchase Intention on Customer Satisfaction at the Evi Cosmetics Marbau Store.

Validity and Reliability Test

A total of 93 respondents who had consulted, purchased products, and received treatments met the criteria for sampling in this study. The research will focus on identifying respondent characteristics based on age, gender, and employment status. The highest percentage occurred in the 17-25 age group, reaching 58.5%, followed by consumers aged 26-35, reaching 35.1%. Consumers aged 35-45 accounted for 6.4%, while consumers aged 45 and above accounted for 0%. From this data, it is clear that the majority of buyers at the Evi Kometik Marbau store are aged 17-25 and 26-35.

For data analysis, the researcher used instrument testing. The researcher conducted instrument testing to ensure that the items used in the study were able to measure the variables

used in this study. Instrument testing involved validity and reliability tests. The following are the validity and reliability results.

Validity Test

Table 3. Validity Test Results

Statement Items	r_{count}	r_{table}	Description
X1.1	0,353	0,204	Valid
X1.2	0,515	0,204	Valid
X1.3	0,461	0,204	Valid
X1.4	0,392	0,204	Valid
X2.1	0,565	0,204	Valid
X2.2	0,538	0,204	Valid
X2.3	0,510	0,204	Valid
X2.4	0,492	0,204	Valid
X2.5	0,605	0,204	Valid
X3.1	0,634	0,204	Valid
X3.2	0,585	0,204	Valid
X3.3	0,542	0,204	Valid
X3.4	0,571	0,204	Valid
Y.1	0,528	0,204	Valid
Y.2	0,492	0,204	Valid
Y.3	0,435	0,204	Valid

Source: processed data (2026)

Based on Table 3, the results of the instrument validity test for each statement of the service quality, price, and purchase intention variables, the calculated r value was greater than the value in the table. The correlation table for degrees of freedom (df = n-2 = 93-2 = 91) at the 5% significance level was 0.204. Therefore, it can be concluded that all statements in the service quality variable meet the validity test because the calculated r value is greater than the table r value (0.204).

Reliability Test

Table 4. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.833	16

Source: processed data (2026)

Based on Table 4, it can be concluded that the Cronbach's alpha value is greater than 0.60. Therefore, it can be said that the instrument used as a measurement tool in this study is reliable.

The Effect of Service Quality on Customer Satisfaction (H1)

The t-test analysis results show that the service quality variable has a calculated t-value of 3.168, which is greater than the t-table value of 1.661, with a significance level of 0.002 < 0.05. These results indicate that service quality has a positive and significant effect on customer satisfaction at the Evi Cosmetics Marbau Store. Therefore, the first hypothesis (H1), which states that service quality has a partial effect on customer satisfaction, is accepted.

Good service quality can be reflected in the friendly attitude of employees, speed in serving customers, the ability to provide clear product information, and responsiveness in assisting customers during the purchasing process. Good service will create a pleasant shopping experience, making customers feel valued and their needs are met. This can increase customer satisfaction and encourage repeat purchases at the same store. Therefore, service quality is a significant factor influencing customer satisfaction at Evi Cosmetics Marbau.

The Effect of Price on Customer Satisfaction (H2)

The results show that the price variable has a calculated t-value of 4.140, which is greater than the t-table value of 1.661, with a significance level of <0.001, which is less than 0.05. These results indicate that price has a positive and significant effect on customer satisfaction at Evi Cosmetics Marbau. Therefore, the second hypothesis (H2), which states that price has a partial effect on customer satisfaction, is accepted.

Price is one of the main factors customers consider before purchasing a product. If the price offered is in line with the product quality and within their purchasing power, customers will be satisfied with the product. Conversely, if the price offered is too high and disproportionate to the product quality, customers will tend to be dissatisfied. Therefore, setting appropriate and competitive prices can increase customer satisfaction and strengthen customer loyalty to Evi Cosmetics Marbau.

The Effect of Purchase Intention on Customer Satisfaction (H3)

Based on the t-test results, the purchase intention variable has a calculated t-value of 4.463, which is greater than the t-table value of 1.661, with a significance level of <0.001, which is less than 0.05. This indicates that purchase intention has a positive and significant effect on customer satisfaction at Evi Cosmetics Marbau. Therefore, the third hypothesis (H3), which states that purchase intention has a partial effect on customer satisfaction, is accepted.

High purchase intention is usually influenced by customer interest in a product, confidence in its quality, and positive experiences with previous purchases. If the purchased product meets customer expectations, customers will feel satisfied. Therefore, increasing customer purchase intention through good product quality, a diverse product variety, and satisfactory service can be an effective strategy to increase customer satisfaction at Evi Cosmetics Marbau.

The Effect of Service Quality, Price, and Purchase Intention on Customer Satisfaction (H4)

Based on the results of the simultaneous test (F test), the calculated F value was 53.528, which is greater than the F table value of 2.71, with a significance level of <0.001, which is less than 0.05. These results indicate that service quality, price, and purchase intention simultaneously have a significant effect on customer satisfaction at Evi Cosmetics Marbau. Therefore, the fourth hypothesis (H4), which states that service quality, price, and purchase intention simultaneously influence customer satisfaction, is accepted.

These findings indicate that customer satisfaction is not influenced by a single factor, but rather the result of a combination of interrelated factors. Good service quality provides customer convenience while shopping, reasonable prices provide a positive perception of product value, and high purchase intention indicates customer interest in the product being offered. If these three factors can be managed effectively, customer satisfaction levels will increase.

This study also tested the research instrument through validity and reliability tests to ensure that the questionnaire was able to accurately and consistently measure the research variables. The validity test results showed that all statement items for the variables of service quality, price, purchase intention, and customer satisfaction had a calculated r value greater than the tabulated r value, namely 0.204 at a 5% significance level with 91 degrees of freedom (df). This indicates that all statement items used in the questionnaire were valid and can be used to measure the research variables.

Furthermore, the reliability test results showed a Cronbach's Alpha value of 0.833, which is greater than 0.60. This indicates that the research instrument has a high level of reliability, indicating that the questionnaire consistently measures the research variables. Therefore, the instrument used in this study meets the requirements for validity and reliability, ensuring that the data obtained are reliable and suitable for use in research analysis.

CONCLUSION

Based on the research, it shows that Service Quality (X1) has a partial significant effect on Customer Satisfaction (Y), with a calculated t-value of 3.168> t-table 1.661 and sig. 0.002 <0.05. Price (X2) and Purchase Intention (X3) also have a partial significant effect, each with a calculated t-value of 4.140 and 4.463 and sig. 0.001 <0.05. Simultaneously, the three variables affect Customer Satisfaction with an F-count of 53.528> F-table 2.71 and sig. 0.001 <0.05, so that all hypotheses (H1-H4) are accepted. The results of the validity and reliability tests confirm that the research instrument is reliable (Cronbach's Alpha 0.833> 0.60), with all items valid (r-count> r-table 0.204). In other words, to increase customer satisfaction and maintain customer loyalty, Evi Marbau Cosmetics needs to continuously improve service quality, set appropriate prices, and develop strategies that can increase consumer purchasing interest. This research shows that customer satisfaction is not determined by a single factor, but rather by a combination of several interrelated factors.

REFERENCE

Aditya Wardhana. (2024). *Consumer Behavior in the Digital Era 4.0 – Edisi Indonesia*. Purbalingga: Eureka Media Aksara.

Aryanti Muhtar Kusuma, dkk. (2020). *Manajemen Pemasaran: Dinamika, Optimasi and Aplikasi*. Yogyakarta: Diandra Kreatif.

Dhina Resty Aruan. (2021). *Pengaruh Kualitas Pelayanan dan Harga terhadap Kepuasan Konsumen pada Toko Syafira Kosmetik MMTC*. Medan: Universitas Medan Area.

Dina Nova Sari. (2019). *Analisis Pengaruh Kualitas Pelayanan, Kualitas Produk dan Harga terhadap Kepuasan Pelanggan (Studi pada Nabila Skin Care Purwodadi)*. Semarang: Universitas Semarang.

Eka Putri Maulidiah. (2023). *Pengaruh Fasilitas terhadap Kualitas Pelayanan serta Implikasinya pada Kepuasan Pelanggan*. Malang: Universitas Widyagama Malang.

Elkana Timontius. (2023). *Penelitian Manajemen Bisnis*. Bogor.

Firga Alia Mumtaza. (2023). *Pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan pada Urbans Travel*. Bandung: Universitas Telkom.

Kadek Hery Krista Yana. (2024). *Membangun Kepuasan Pelanggan: Peran Servicescape dan Brand Image*. Bali: Intelektual Manifes Media.

Lia Arisanty, dkk. (2025). *Pengaruh Kualitas Produk, Kepuasan Pelanggan, dan Service Quality terhadap Loyalitas Konsumen pada CV. Fabrikasi Besi Tab Workshop*. Pekanbaru: Universitas Muhammadiyah Riau.

Ni Made Rai Juniantari. (2025). *Pengaruh Kepercayaan Pelanggan, Kepuasan Pelanggan, dan Kualitas Pelayanan terhadap Minat Beli Ulang pada Toko Murni Kosmetik*. Denpasar: Universitas Mahasaraswati Denpasar.

Vanessa Aulia Rahmadani. (2025). *Pengaruh Persepsi Harga dan Promosi Penjualan terhadap Minat Beli Konsumen pada Toko SR12 Kecamatan Kinali Kabupaten Pasaman Barat*. Minangkabau: Universitas Islam Negeri Mahmud Yunus Batusangkar.

Yuda Teguh Siswanto. (2020). *Kualitas Layanan terhadap Kepuasan Pelanggan*. Sumatera Barat: Azka Pustaka.