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The Influence of Product Quality and Online Shopping Experience (OSE) on Consumer Loyalty Through Customer Satisfaction on Local Skincare Products

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Abstract

This study examines the impact of product quality and online shopping experience (OSE) on consumer loyalty through customer satisfaction in the context of local skincare products. Findings reveal that both product quality and OSE significantly influence consumer loyalty, with OSE having the strongest effect. Perceptions of lower prices on e-commerce platforms are crucial. The study integrates Social Presence Theory with product quality, customer satisfaction, and Flow Theory in understanding the OSE. These insights can help businesses enhance customer loyalty and satisfaction in the local skincare industry. Overall, the research objectives of this study are geared toward uncovering the relationship between product quality, OSE, customer satisfaction, and consumer loyalty in the local skincare industry. By achieving these objectives, the study aims to provide valuable insights for businesses to enhance customer loyalty and develop effective strategies for success in the market.

Keywords: product quality, online shopping experience, consumer loyalty, customer satisfaction, local skincare products, flow theory, social presence

1. Introduction

The COVID-19 pandemic has significantly impacted customer satisfaction with skincare products in Indonesia. With the shift to online shopping due to lockdowns and social distancing measures, customers have faced challenges physically experiencing and testing products. However, skincare brands that offer detailed information, virtual consultations, and seamless online experiences have the opportunity to enhance customer satisfaction. The demand

for skincare products in Indonesia has shown steady growth, with sales of health and personal care reaching US $5.93 billion in 2020, US $6.34 billion in 2021, and projected to reach US $7.23 billion in 2022 which is skincare amounting to US$2.05 billion, according to Statista (Mutia, 2022) and expected to grow every year by 5.81%. This underscores the importance of customer satisfaction in driving sales and capturing market share in the skincare industry.

Customer satisfaction is vital in the skincare industry as it directly impacts sales and consumer loyalty. Satisfied customers are more likely to purchase and recommend products, while dissatisfied customers may switch to other brands, potentially losing sales. With intense competition in the skincare market, meeting customer expectations and providing a positive shopping experience is crucial for building a loyal consumer base and driving sales. Additionally, negative experiences can quickly harm a brand's reputation in the age of social media and online reviews. Prioritizing customer satisfaction helps maintain a competitive edge and fosters long-term customer relationships.

Online shopping experience, particularly in the context of e-commerce, has gained significant attention in recent years. One theoretical framework that has been applied to understand and enhance online experiences is the flow theory, which describes a state of optimal experience characterized by intense focus, enjoyment, and immersion in an activity (Bilgihan, Okumus, Nusair, & Bujisic, 2013). In the context of e-commerce, flow theory suggests that users who experience a state of flow while engaging in online activities are more likely to have positive experiences and outcomes, including increased satisfaction, prolonged engagement, and higher likelihood of making purchases.

Several recent studies have been conducted to investigate customer satisfaction and consumer loyalty in the e-commerce industry. For instance, a study found that product quality, online shopping experience, and customer satisfaction significantly influence consumer loyalty significantly influence consumer loyalty. Similarly, a study by (I & R, 2019) revealed that online shopping experience positively impacts consumer loyalty.

The previous studies (Albari & Kartikasari, 2020) only examined the influence of product quality on customer satisfaction and loyalty. In this study, we want to fill in the gap by incorporate the online shopping experience as a variable to be discussed. Additionally, the findings of this study will offer valuable insights to local skincare businesses on how to enhance their online shopping experience, improve product quality, and increase customer satisfaction and loyalty.

2. Literature Review

The Flow Theory by Mihaly Csikszentmihalyi (Csikszentmihalyi, 1988) and Social Presence Theory by Short, William, and Christie (Wu, Huang, and Yuan, 2022) offer valuable frameworks for understanding the influence of product quality and online shopping experience (OSE) on consumer loyalty through customer satisfaction in the local skincare product context. The Flow Theory emphasizes the importance of immersive and engaging experiences during online shopping, where customers who enter a state of flow develop a stronger emotional connection and attachment to the brand or platform. On the other hand, the Social Presence Theory highlights the significance of authentic communication and connectedness in online interactions, where a higher level of social presence enhances customer perception of product quality and satisfaction. By leveraging these theories, businesses in the local skincare industry can enhance customer satisfaction, cultivate loyalty, and create meaningful online shopping experiences that resonate with customers.

However, it is important to note that despite the relevance of these theories, there exists a noticeable gap in the literature regarding their combined impact on consumer loyalty within the local skincare product context. Limited research has specifically examined the interplay between Flow Theory, Social Presence Theory, product quality, online shopping experience, customer satisfaction, and consumer loyalty in this particular industry. Hence, this study aims to address this gap by investigating the relationships between these variables and providing valuable insights into the factors that drive consumer loyalty in the local skincare product market. By filling this research gap, we can contribute to a deeper understanding of consumer behavior and inform the development of more tailored and effective strategies to foster loyalty among customers in the local skincare industry.

2.1. Product Quality and Customer Satisfaction

Product quality refers to a product's ability to fulfill customer needs or desires, whether stated or implied (Kotler & Armstrong, 2018). Product quality directly influences customer satisfaction. A high-quality product meets or

exceeds customer expectations, leading to increased satisfaction. Conversely, poor product quality can result in disappointment and lower levels of satisfaction. Prioritizing product quality is essential for ensuring customer satisfaction and staying competitive. The research conducted by (Kartikasari & Albari, 2019), demonstrates a positive and significant relationship between product quality, customer satisfaction, and loyalty. The findings indicate that an improvement in product quality leads to an increase in customer satisfaction, subsequently fostering consumer loyalty. These results highlight the importance of prioritizing and enhancing product quality to drive customer satisfaction and build long-term loyalty. The research conducted by (Sambo, Sunday, Mary, & John, 2022) supports the notion that higher product quality directly correlates with increased customer satisfaction. Therefore, the hypothesis in this study is:

H1: Product Quality has a significant effect on Customer Satisfaction

2.2. Online Shopping Experience and Customer Satisfaction

To ensure repeat orders, it is very important for e-commerce stores to leave their customers satisfied with their online shopping experience. If not, dissatisfied customers are less likely to make purchases at the same store in the future (Kim & Stoel). The study of (Wicaksono & Sukapto, 2021) says that the quality of the Online Shopping Experience has a direct and positive impact on Customer Satisfaction. It is also supported by (Tenggono, Kelvin, & Suversen, 2021) stating that there is a positive effect among online shopping experience and customer satisfaction. Therefore, according to some research when customers make a purchase online, their overall satisfaction will be determined by the shopping experience on the e-commerce platform. Thus, the hypothesis in this study is:

H2: Online Shopping Experience has a significant effect on Customer Satisfaction

2.3. Product Quality and Consumer Loyalty

According to a recent study titled "Understanding Product Quality: What It Is and Why It Matters" (2023), the concept of product quality extends beyond meeting customer needs and industry standards. It encompasses elements such as problem-solving, efficiency, and exceeding customer expectations. Ensuring high product quality not only leads to customer satisfaction but also cultivates unwavering consumer loyalty. The Social Presence Theory (SPT), proposed by Short, William, and Christie and discussed in the journal article by Wu, Huang, and Yuan (2022), aims to elucidate the authenticity of communication. This theory suggests that the perception of real human interaction and the feeling of connectedness with others through media play a crucial role. Media employ various linguistic and nonverbal cues to convey information, and platforms that provide more cues tend to foster a stronger sense of social presence. The connection between this theory, product quality, and customer satisfaction can be understood as follows: when individuals experience a higher level of social presence in online interactions, including within the realm of e-commerce, they are more likely to perceive the product quality in a positive light. Increased social presence enhances customer engagement and satisfaction by delivering a more authentic and socially connected experience. Therefore, comprehending and applying the Social Presence Theory can improve customers' perception of product quality and enhance their satisfaction in an online setting. The research conducted by Sapitri and Onsardi (2021) further supports this notion, revealing a positive and influential relationship between product quality and consumer loyalty. Additionally, Taufik, Santoso, Fahmi, Restuanto, and Yamin (2022) emphasize the significance of product quality in fostering consumer loyalty. These findings align with prior research by Kusumasasti, Andarwati, and Hadiwidjojo (2017) and Kartikasari and Albari (2019), underscoring the undeniable impact of product quality on consumer loyalty. Based on these compelling insights, it is evident that product quality serves as a fundamental pillar in driving consumer loyalty and satisfaction. Therefore, the hypothesis in this study is:

H3: Product Quality has a significant effect on Consumer Loyalty
H5: Product Quality has a significant effect on Consumer Loyalty through Customer Satisfaction

2.4. Online Shopping Experience and Consumer Loyalty

According to (Online Shopping Experience, n.d.), The online shopping experience covers the entire customer journey, from initial brand encounter to post-purchase interactions, across multiple touchpoints. A positive online shopping experience directly influences consumer loyalty. When customers have a seamless and satisfying shopping journey, it builds trust and encourages repeat purchases. Conversely, a poor online shopping experience can lead to disengagement and customer attrition. Investing in optimizing the online shopping experience is key to fostering consumer loyalty. The flow theory, proposed by Mihaly Csikszentmihalyi (Csikszentmihalyi, 1988), states that when customers engage in activities online and enter a flow state, they become fully immersed, focused, and enjoy the experience. This heightened engagement and satisfaction can lead to a stronger emotional connection with the brand or platform. Customers who consistently have positive flow experiences are more likely to develop a sense of loyalty and attachment to the e-commerce platform or brand. According to (Farida & Roesman, 2019), a positive online shopping experience can cultivate consumer loyalty, leading to a higher likelihood of repeat purchases on the same website. The significance of the previous online shopping experience becomes crucial in determining whether customers will continue to engage with a particular online shopping platform. (Nirawati, Pratiwi, Mutiahana, & Afida, 2020) in their research that customer experience partially impacts consumer loyalty, suggesting that a superior online shopping experience fosters a sense of loyalty among customers. Similarly, (Paramita, 2020) discovered that customer experience significantly and positively influences consumer loyalty. These studies collectively highlight the importance of providing a satisfying online shopping experience to nurture consumer loyalty and encourage repeat business. Therefore, the hypothesis in this study is:

H4: Online Shopping Experience has a significant effect on Consumer Loyalty
H6: Online Shopping Experience has a significant effect on Consumer Loyalty Through Customer Satisfaction

2.5. Customer Satisfaction and Consumer Loyalty

A business is very dependent on its customers, so when a customer is content with a product or service, they tend to develop a sense of loyalty towards the brand. Based on a study of (Hanny, Anggoro, Monika, & Angelia, 2021) shows a positive and significant effect on the relationship of customer satisfaction and consumer loyalty. This is also proven based on research from (Suharto, Junaedi, Muhdar, Firmansyah, & Sarana, 2022) that shows a significant influence customer satisfaction and consumer loyalty. The possibility of customers being loyal to a brand increases when they are satisfied with the product or service provided. The findings of this study indicate that consumer loyalty comes from customer satisfaction, which serves as the main foundation. Therefore, the hypothesis in this study is:

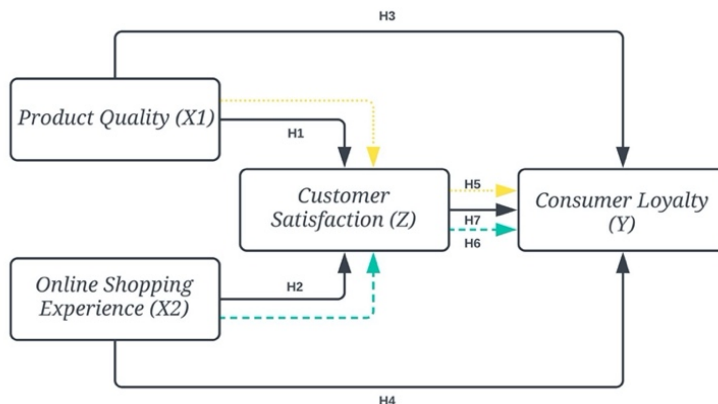**H7**: Customer Satisfaction has a significant effect on Consumer Loyalty

Fig. 1. Research Model

3. Research Methodology

Table 1. Demographic Information for Respondents (N=383)

Gender		Percentage
Female	356	93%
Male	27	7%
Total	383	100%
Age Range		**Percentage**
18 – 23 years old	355	92%
24 – 29 years old	15	4%
30 – 36 years old	3	1%
>40 years old	10	3%
Total	383	100%
Income Range		**Percentage**
1.000.000 – 2.500.000	244	63%
2.500.000 – 4.000.000	79	21%
4.000.000 – 5.500.000	22	6%
>5.500.000	38	10%
Total	383	100%

This research is associative quantitative research. Associative quantitative is an approach that examines the interrelationships between correlated variables. The data collection method used in this research is primary data from questionnaires distributed to skincare buyers through social media. To calculate the sample size, since the exact number of samples is unknown, the formula by Hair (in Sugiyono, 2018) is used by multiplying the number of indicators by 5. Judging from the number of indicators of 20 items and 4 variables, the minimum number of respondents studied is 120. The total number of respondents received was 396. However, data that actually fulfilled the requirements were only 383 respondents. The data processing method used in this research is Structural Equation Modeling-Partial Least Squares (SEM-PLS). In SEM-PLS, to test hypotheses, it is necessary to conduct validity and reliability tests first.

This study uses 2 independent variables, namely product quality and online shopping experience which are thought to influence customer satisfaction and have an impact on consumer loyalty. The indicators used to measure the variables in this study are based on several previous studies. Measurement for the product quality variable uses measurements 3 items from (Roshan & Paulssen, 2020) which explain Looks, Feels, and Smells. While from (Rua, Saldanha, & Amaral, 2020) with 2 items which is Quality and Function. The measurement for the online shopping experience variable uses measurements from (Wicaksono & Sukapto, 2021) with 2 items which is ease of use, and search bar. While from (Sofiani, Sulhani, & Sagir, 2022) with 3 items which is experience, features and services, and price. For customer satisfaction using measurements from (Albari & Kartikasari, 2019) as many as 3 items which is satisfied with the product, enjoyable experience, and pleasant mood. While from (Pauzy & Sustrisna, 2021) as many as 2 items which is good services and accurate. Finally for consumer loyalty using measurements from journals (Suhan & Aprillia, 2023) 3 items which is love, suggest, and loyal. While from (Sofiani, Sulhani, & Sagir, 2022) with a total of 2 items such as easily switch and consideration. This study uses a Likert 5-scales as the basis for this scale is the most easily understood and understood by respondents. The data processing method used in this study is partial least squares using the SmartPLS version 3.2.9.

4. Result

4.1. Validity and Reability Test

To ensure the reliability and accuracy of the measuring instruments used, a validity and reliability test was completed. In view of the examination, all the 20 indicators were tested through some validity test such as outer loadings, AVE, discriminant validity, composite reliability and cronbach's alpha. The result shows that all the

indicators measured in this research has a factor loadings of > 0.7 which means all the indicators has fulfill the outer loadings test. All variables has the AVE of > 0.5 means all the variables are valid. From the discriminant validity, all the indicators has higher correlation to the variable rather than other variable means all the indicators has fulfill the discriminant validity test. From composite reliability and cronbach alpha's test, it was found that all the variable are reliable with composite reliability and cronbach alpha's result of > 0.7. According to Gozali (2018) there are multiple method to test the validity and reliability such as outer loadings, AVE, discriminant validity, composite reliability and cronbach's alpha. Outer loadings have to be > 0.7, discriminant validity has to have a greater impact between variable and indicator than the variabel to other indicator, composite reliability and cronbach alpha has to be > 0.7 and AVE has to be > 0.5. (Gozali, 2018).

4.2. Partial Least Square Hypothesis Testing

Table 2. R Sqaure Result of Consumer Loyalty and Customer Satisfaction

	R Square
Consumer Loyalty	0.834
Customer Satisfaction	0.816

Based on the R Square result, it can be concluded that the R Square from product quality and online shopping experience towards customer satisfaction = 0.816 means the effect generated by product quality and online shopping experience on customer satisfaction = 0.816 or 81.6% change in customer satisfaction caused by product quality and online shopping experience. The R Square from product quality, online shopping experience and customer satisfaction towards consumer loyalty = 0.834 means the effect generated by product quality, online shopping experience and customer satisfaction towards consumer loyalty = 0.834 or 83.4% change in consumer loyalty caused by product quality, online shopping experience and customer satisfaction. For hypothesis testing using statistic value then for alpha 5% (0.05) and the t table value used is 1.96.

Table 3. Partial Least Square Hypothesis Tests Result

Construct	Coefficients	T Statistics	P Values
PQ > CS	0.466	10.419	0.000
OSE > CS	0.472	10.309	0.000
CS > CL	0.207	3.813	0.000
PQ > CL	0.326	5.651	0.000
OSE > CL	0.423	6.081	0.000
PL > CS> CL	0.097	3.717	0.000
OSE > CS > CL	0.098	3.425	0.001

From the table above it can be concluded that product quality has a significant effect on customer satisfaction with effect = 0.466 with a t statistics value > 1.96 and a p value <0.05 which proves that hypothesis 1 is indeed accepted. Online shopping experience has a significant effect on customer satisfaction with = 0.472 with a t statistics value > 1.96 and a p value <0.05 which proves that hypothesis 2 is indeed accepted. Product quality has a significant effect on consumer loyalty with effect = 0.326 with a t statistics value > 1.96 and a p value <0.05 which proves that hypothesis 3 is indeed accepted. it also can be concluded that product quality has a significant effect on consumer loyalty through customer satisfaction as mediating variable with effect = 0.097 with a t statistics value > 1.96 and a p value <0.05 which proves that hypothesis 5 is indeed accepted. Online shopping experience has a significant effect on consumer loyalty with effect = 0.423 with a t statistics value > 1.96 and a p value <0.05 which proves that hypothesis 4 is accepted. it also can be concluded that Online shopping experience has a significant effect on consumer loyalty through customer satisfaction as mediating variable with effect = 0.098 with a t statistics value > 1.96 and a p

value <0.05 which proves that hypothesis 6 is indeed accepted. Customer satisfaction has a significant effect on consumer loyalty with a large effect = 0.207 with a t statistics value > 1.96 and a p value <0.05 which proves that hypothesis 7 is indeed accepted. To establish significance, researchers typically set a predetermined significance level (alpha), commonly 0.05. If the calculated p-value is less than the significance level ($p < 0.05$), it is considered statistically significant. This suggests that the observed results are unlikely to occur by chance, providing evidence to reject the null hypothesis in favor of the alternative hypothesis. Furthermore, the t-statistics value provides additional information about the magnitude and direction of the effect. If the absolute value of the t-statistics exceeds a critical value (corresponding to the chosen significance level), it indicates that the observed effect is significant. A higher t-statistics value indicates a stronger and more significant effect.

5. Discussion

Unveiling the insights from the outer loadings, it becomes evident that the majority of buyers place great importance on the delightful fragrance when evaluating a product's quality. This revelation inspires the company to embark on a quest to create skincare products with captivating scents, ensuring their market appeal. Additionally, the online shopping experience holds tremendous potential for customers, enabling them to navigate the world of online skincare purchases with ease and uncover enticing discounts offered by e-commerce platforms. To capitalize on this, the company can provide engaging tutorials on online shopping, fostering a heightened interest among buyers to explore and embrace the realm of online skincare purchases. Moreover, customer satisfaction soars when they acquire skincare products that precisely cater to their unique skin needs. Recognizing this, the company can offer complimentary consultation services to prospective buyers, guiding them towards finding products that align with their specific skin requirements. Ultimately, customers will face significant considerations before contemplating a switch to other skincare brands. As long as the company continues to meet the aforementioned customer needs, there is no cause for concern about losing customers. Skincare holds tremendous importance for its users, making it imperative to discover skincare solutions that genuinely cater to their skin needs. Furthermore, ensuring customers have the best online shopping experience adds to their overall satisfaction and loyalty.

6. Conclusion

From the results of this study, it can be concluded that online shopping experience has a stronger influence, directly or indirectly, on consumer loyalty. This means that companies selling online need to ensure consumers have a good experience when shopping online. This experience can be formed from the ease of using an application or website, ease of access, language, and ease of seeing the appearance of skincare products that can make consumers feel good when using the website or application. Looking at the product quality variable, product quality can also have an effect, but not as strong as online shopping experience, so to maintain product quality, skincare brands can continuously monitor the expiration date of skincare products, make testimonials from skincare users to prove quality. skincare products and ensure that skincare products are safe by obtaining a halal label from the government.

Lastly, our study initially involved a sample size of 396 respondents. However, data that actually fulfilled the requirements were only 383 respondents. While this sample size is relatively large, future studies could explore larger populations for broader generalizability. It is important to acknowledge that our study focused on local skincare products, potentially introducing bias and limiting the applicability of findings to other product categories or international contexts. To address these limitations, future research could focus on a specific skincare brand to gain deeper insights into brand-specific factors influencing consumer loyalty. Additionally, efforts should be made to mitigate response bias by employing diverse data collection techniques, such as objective measurements and observational studies, alongside self-reporting. By addressing these limitations and conducting further research, we can enhance the validity of findings and provide valuable insights for businesses in developing effective strategies to

foster customer loyalty in the dynamic skincare market. Besides that, there are still many variables that can also affect customer loyalty but have not been studied such as brand image, brand trust, and customer engagement.

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