Impact of Price, Product Quality, and Promotion on Consumer Satisfaction in Cosmetics and Skincare

by Yohanes Gunawan

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Yohanes Gunawan Wibowo, Reri Herawati Wulandari,
Nurul Qomariah*
Universitas Muhammadiyah Jember
Email :, gunawanwibowo@unmuhjember.ac.id., reriherawatiwulandari@gmail.com,
nurulqomariah@unmuhjember.ac.id*

ABSTRACT

Currently, cosmetics are one of the important needs for most women. In addition to beauty reasons, cosmetics are often associated with professionalism where professional workers are required to look attractive so that the use of cosmetics is one way to support appearance. . The purpose of the study was to determine and analyze the effect of price, product quality, and promotion on consumer satisfaction at Alfabelenskin Pusat Banyuwangi. This research is a quantitative descriptive study using purposive sampling method with a sample of 100 respondents. Validity test and reliability test are used to test the measuring instrument in the form of a questionnaire. Multiple linear regression was used to determine the effect of independent variables consisting of price, product quality, and promotion on customer satisfaction. The results showed that price, product quality and promotion had a positive and significant influence on consumer satisfaction at Alfabelenskin Pusat Banyuwangi
Keywords: price, product quality, promotion, and consumer satisfaction, cosmetics

INTRODUCTION

Cosmetics is one of the important needs for most women. In addition to beauty reasons, cosmetics are often associated with professionalism where professional workers are required to look attractive so that the use of cosmetics is one way to support appearance. Cosmetics are not just tools for applying makeup. Cosmetics such as body care products or commonly called bodycare are also used by women to take care of the body. On this basis, many cosmetic industries continue to strive to meet consumer needs for cosmetics with various product innovations that are tailored to their demands and needs.

Cosmetics is one product that is very popular, especially among women to increase facial beauty. The relationship between women and cosmetics has been created since thousands of years ago in ancient Egypt there was the use of beeswax and olive oil as cosmetics.

The South Korean cosmetic style that features a no make up look with fresh cosmetic colors such as fruit is very popular among today's teenagers. The increasing number of South Korean cosmetic products being marketed does not make the types of cosmetics from the United States lose consumers. For women who want to look fierce and glamorous in the style of Hollywood artists, American-style cosmetics are the right choice. Likewise, local Indonesian cosmetic companies are developing with the advantages of materials and colors that match the skin of Indonesian women, although they cannot be separated from the American style. These various kinds of cosmetic products add to the variety of cosmetic choices for female consumers in Indonesia, such as Wardah, MS. Glow, Personal Beauty, Beleysia Skincare, DRW Skincare Paradiskin Glow, Alfabelenskin, Whitening Glossy Skin, Scarlet, and Theraskin. The following is a list of top national cosmetic and skincare brands in the last 2 years from 2019-2020, which can be seen in table 1(*www.topbrandkosmetikskincare-award.com*, 2020).

.Table 1. Top National Cosmetics & Skincare Brand Data 2019-2020

No	Merk	Year		Information
		2019	2020	
1	Wardah	26%	28%	Top
2	MS. Glow	16%	16%	Top
3	Personal Beauty	14%	14%	Top
4	Beleysia Skincare	11%	10%	-
5	DRW Skincare	9%	9%	-
6	Paradiskin Glow	8%	8%	-
7	Alfabelenskin	7%	7%	-
8	Whitening Glossy Skin	3%	3%	-
9	Scarlet	3%	3%	-
10	Theraskin	3%	2%	-

Based on table 1. it can be seen that the national scale ranking of cosmetic product brands that are most favored by the people of Indonesia. The product brand that still holds the title as the top brand from 2019 to 2020 is the product brand Wardah, MS. Glow, and Personal Beauty which consecutively occupy the top 3 national positions.

Increasing business competition makes cosmetic supply companies to continue to strive to provide satisfaction to their customers. Increased satisfaction with consumers is absolutely necessary due to the increasing number of cosmetic products circulating in the community. Why does this customer satisfaction need special attention, this is because by providing customer satisfaction, the customer will provide good information related to the product used. Providing good information related to the products used is a separate point for product or service providers. Consumer satisfaction is defined as the level of one's feelings after comparing the performance he feels compared to his expectations (Kotler & Keller, 2016). Consumer satisfaction is the overall attitude shown by consumers towards goods or services after they obtain and use them (Mowen & Minor, 2001). Customer satisfaction is a consumer's response to an assessment of the features of a product or service, even the product or service itself, which provides a level of pleasure in consuming related to meeting needs (Qomariah, 2016). Customer satisfaction is the goal of all successful marketing activities. Consumer satisfaction can be measured by comparing consumer expectations of products or supporting services. Many factors can increase customer satisfaction. One of the factors that can increase customer satisfaction is the marketing mix consisting of product, price, place and promotion.

The marketing mix which consists of the 4Ps namely product, price, place, and promotion is a factor to determine customer satisfaction. Consumers certainly consider product quality, price, company location, and promotions carried out by a company in introducing their products to consumers (Tjiptono & Candra, 2012). A product is anything that can be offered to a market for attention, possession, use or consumption so as to satisfy the needs and wants of consumers. Price is the only element of the marketing mix that provides income or income for the company, besides that it is an element of the marketing mix that is flexible. (Lupiyoadi, 2013) states that the maximum price setting will be limited by consumer demand, especially purchasing power. Price is a strategy that determines where and how we sell a particular product. The most important thing in this strategy is to set the price of a product.

Several studies related to the relationship between the marketing mix and customer satisfaction have been carried out. Research conducted by (Anggraeni, Dita Putri dan Kumadji, 2016) states that product quality has a significant effect on customer satisfaction(Indarto et al., 2018) stated that product attributes have an impact on customer satisfaction. (Ariska et al., 2020) the services quality, price, products affect customer satisfaction. Other research that also

discusses the relationship between the marketing mix and customer satisfaction, among others: (Anggriana et al., 2017) states that the variables of price, promotion, service quality affect customer satisfaction for online motorcycle taxi services "Om-Jek" Jember where each each variable has a positive and significant effect on customer satisfaction for online motorcycle taxi services "Om-Jek" Jember. Research (Qomariah et al., 2020) states that price affects customer satisfaction at Retail Basmalah Pakusari Jember. . (Mahendra et al., 2019) in his research stated that there was a significant positive simultaneous effect between price, promotion, and viral marketing on consumer satisfaction at Swiwings Chicken in Jember. Research (Iriyanti et al., 2016) states that there is a positive and significant relationship between price, product quality and location on customer loyalty through satisfaction as an intervening variable. (Yanuar et al., 2017) in his research stated that product quality, price, promotion, and service quality had a significant influence on customer satisfaction at Optik Marlin Jember Branch on Jl. Raya Sultan Agung No. 183-185 (Jompo Shoping Center) Jember. Other studies that also examine the relationship between marketing mix and customer satisfaction include: (Putro et al., 2014), (Surjaatmadja et al., 2019), (Qomariah, 2018), (Mahendra et al., 2019), (Rosalina et al., 2019), (Yanuar et al., 2017), (Yulisetiarini & Prahasta, 2019), (Setyawati et al., 2018), (Qomariah et al., 2020).

Banyuwangi Regency has a society that is quite advanced and open to the times, especially in terms of appearance. This can be seen from the high demand for cosmetic products. In addition, there are other factors, namely the concern for taking care of themselves, especially the face in teenagers, and also nowadays there are many motorized vehicles that trigger a lot of pollution, this can cause the skin to become dull and breakout This phenomenon makes an opportunity for companies or beauty shops that can help consumers in overcoming skin care problems, it is proven that currently there are shops that sell self-care products, namely Alfabelenskin Pusat Banyuwangi.

Alfabelenskin Center Banyuwangi is one of the places that are in great demand by the people in the city of Banyuwangi. Various kinds of cosmetics and skin care products are available at Alfabelenskin Pusat Banyuwangi. Currently Alfabelenskin Banyuwangi Center has brought in all skin care brands. Alfabelenskin Banyuwangi Center is supported by modern tools so that consumers will be more confident if they make a purchase at the Central Alfabelenskin Banyuwangi. Product purchases at Alfabelenskin Pusat Banyuwangi are divided into two, namely men's and women's rooms, with quite comfortable promotions. All products at Alfabelenskin Pusat Banyuwangi are made from natural ingredients that do not cause side effects or do not cause dependence, so the use of the products can be stopped at any time. However, due to different hormonal conditions, it is still advisable to consult with the member or owner so that treatment and products can be given according to the conditions of each individual. Consumer satisfaction with the Banyuwangi Central Alfabelenskin products can be described by the sales of Banyuwangi Central Alfabelenskin products from February to August 2020. Sales of Banyuwangi Central Alfabelenskin products still have some product items that experience sales fluctuations.

Based on the background and previous research that there are still contradictory research results linking the marketing mix with customer satisfaction, this research has a purpose, namely to determine the effect of the marketing mix on customer satisfaction at Alfabelenskin Pusat Banyuwangi.

RESEARCH METHODOLOGY

This research is a causal research, where causality research aims to measure the strength of the relationship between two or more variables, and also shows the direction of the relationship between the independent and dependent variables. In other words, causality research questions the problem of cause and effect (Arikunto, 2013). The variables in this

study consisted of two kinds of variables, namely the independent variable and the dependent variable. The independent variables consist of: price (X1), product quality (X2) and promotion (X3). While the dependent variable is customer satisfaction (Y). The population in this study were all consumers of skin care products at the Central Alfabenskin Banyuwangi. The number of samples used as a sample is 100 consumers. The sampling method in this research is purposive sampling. (Ferdinand, 2015) provides a general reference for determining the sample size, the sample size should be the number of indicators multiplied between 1-5. The number of indicators in this study is 20, so the required number of samples is: 20 x 5, and 100 respondents were obtained. Validity test is used to measure whether or not a questionnaire is valid. A questionnaire is declared valid if the questions on the questionnaire are able to reveal something that will be measured for the questionnaire (Ghozali, 2016). Reliability testing aims to determine the consistency of the measurement results of the variables. A questionnaire is said to be reliable if a person's answer to the statement is consistent from time to time. To determine or measure the intensity of the relationship between the dependent variable (Y) and several independent variables (X), the type of analysis used is multiple regression analysis. The regression equation model used can be formulated as follows: $Y = a + b1X1 + b2X2 + b3X3 + e$. This hypothesis testing was conducted to determine whether the independent variable individually had an effect on the dependent variable.

RESULTS AND DISCUSSION

Respondents Descriptive Statistical Analysis Results

Respondents of this study were customers who were seen from age, gender, and period of being a consumer of Alfabelenskin Banyuwangi. The results of descriptive statistical analysis of respondents related to age, gender and period of being a consumer are presented in Table 2.

Table 2. Descriptive Statistical Analysis

No.	Indicator	Information	Total	Persentage
1	Age	20 30 years	74	74
		31- 50 years	26	26
2	Gender	Man	34	34
		Woman	66	66
3	Time To Be A Consumer	> 2 years	46	46
		< 2 years	54	54

Descriptive Research Variables

This analysis is carried out by detailing the answers from respondents who are grouped into categories and scores and aims to clarify the description of the variables of price, promotion, product quality, and customer satisfaction.

Price Variable (X1)

In the first statement, the majority of respondents stated that the Banyuwangi Center Alfabelenskin set product prices according to the quality of the products, it can be seen from the frequency of statements 47 people or 47% answered strongly agree, 44 people or 44% answered agree, 8 people or 8% answered disagree, and 1 people or 1% answered disagree. This shows that the majority of them strongly agree with Alfabelenskin's statement that the Banyuwangi Center set the price of the product according to the quality of the product.

In relation to the second statement, the majority of respondents stated that Alfabelenskin Pusat Banyuwangi provides products at affordable prices, it can be seen from the frequency of statements 34 people or 34% answered strongly agree, 61 people or 61%

answered agree, and 5 people or 5% answered disagree. This shows that the majority of them agree with Alfabelenskin's statement that the Banyuwangi Center provides products at affordable prices.

In the third statement, the majority of respondents stated that the Banyuwangi Central Alfabelenskin set the price of the product according to its benefits, it can be seen from the frequency of statements 34 people or 34% answered strongly agree, 58 people or 58% answered agree, and 8 people or 8% answered disagree. This shows that the majority of them agree with Alfabelenskin's statement that the Banyuwangi Center set the price of the product according to its benefits.

Regarding the fourth statement, the majority of respondents stated that Alfabelenskin Central Banyuwangi has competitive prices with its competitors, it can be seen from the frequency of statements 44 people or 44% answered strongly agree, 45 people or 45% answered agree, and 11 people or 11% answered disagree.

In relation to the fifth statement, the majority of respondents stated that Alfabelenskin Pusat Banyuwangi provides discounted prices to consumers who buy products with more than 2 items, it can be seen from the frequency of statements 37 people or 37% answered strongly agree, 54 people or 54% answered agree, and 9 people or 9 % answered disagree.

Product Quality Variable (X2)

In the first statement, the majority of respondents stated that Alfabelenskin Banyuwangi products were packaged neatly and attractively, as seen from the frequency of statements 25 people or 25% answered strongly agree, 58 people or 58% answered agree, and 17 people or 17% answered disagree. This shows that the majority of them agree with it.

In relation to the second statement, the majority of respondents stated that Alfabelenskin Pusat Banyuwangi provides products that have a durable expiration date, it can be seen from the frequency of statements 31 people or 31% answered strongly agree, 54 people or 54% answered agree, and 15 people or 15% answered disagree. This shows that the majority of them agree with Alfabelenskin's statement that the Banyuwangi Center provides products that have a long shelf life.

In the third statement, the majority of respondents stated that Alfabelenskin Pusat Banyuwangi provides clean products with a variety of products, it can be seen from the frequency of statements 20 people or 20% answered strongly agree, 71 people or 71% answered agree, 8 people or 8% answered disagree, and 1 people or 1% answered disagree. This shows that the majority of them strongly agree with Alfabelenskin's statement that the Banyuwangi Center provides clean products with a variety of products.

In the fourth statement, the majority of respondents stated that the Banyuwangi Center Alfabelenskin sells products that are useful for consumers, it can be seen from the frequency of statements 29 people or 29% answered strongly agree, 62 people or 62% answered agree, and 9 people or 9% answered disagree. This shows that the majority of them agree with Alfabelenskin's statement that the Banyuwangi Center sells products that are beneficial to consumers.

In the fifth statement, the majority of respondents stated that the Banyuwangi Center Alfabelenskin provides products labeled as halal, it can be seen from the frequency of statements 35 people or 35% answered strongly agree, 54 people or 54% answered agree, and 11 people or 11% answered disagree. This shows that the majority of them agree with the statement.

Promotion Variable (X3)

In the first statement, the majority of respondents stated that the Central Alfabelenskin Banyuwangi advertises on social media, print media, and electronic media, it can be seen from the frequency of statements 31 people or 31% answered strongly agree, 52 people or 52%

answered agree, and 17 people or 17% answered disagree. This shows that the majority of them agree with the statement. The front view of the Jember Muhammadiyah University library is interesting.

Regarding the second statement, the majority of respondents stated that Alfabelenskin Pusat Banyuwangi has employees assigned to meet face-to-face with consumers to market products, it can be seen from the frequency of statements 34 people or 34% answered strongly agree, 49 people or 49%, 16 people or 16% answered disagree, 1 person or 1% answered disagree. This shows that the majority of them agree with Alfabelenskin's statement that the Banyuwangi Center has employees assigned to meet face-to-face with consumers to market products.

In the third statement, the majority of respondents stated that Alfabelenskin Pusat Banyuwangi markets their products directly to consumers without intermediaries, it can be seen from the frequency of statements 26 people or 26% answered strongly agree, 62 people or 62% answered agree, and 12 people or 12% answered disagree. This shows that the majority of them agree with the statement of Alfabelenskin Pusat Banyuwangi marketing their products directly to consumers without intermediaries.

In the fourth statement, the majority of respondents stated that Alfabelenskin Banyuwangi Center carried out sales promotions by providing product samples as testimony to the public, it can be seen from the frequency of statements 29 people or 29% answered strongly agree, 63 people or 63% answered agree, and 8 people or 8% answered disagree. This shows that the majority of them agree with this statement.

In the fifth statement, the majority of respondents stated that the Banyuwangi Central Alfabelenskin had good relations with the community so that the community was loyal to Alfabelenskin, it can be seen from the frequency of statements 31 people or 31% answered strongly agree, 62 people or 62% answered agree, 6 people or 6% answered disagree, and 1 person or 1% answered disagree. This shows that the majority of them agree with this statement.

Consumer Satisfaction Variable (Y)

In the first statement, the majority of respondents stated that I was satisfied with all services at Alfabelenskin Central Banyuwangi, it can be seen from the frequency of statements 29 people or 29% answered strongly agree, 58 people or 58% answered agree, and 13 people or 13% answered disagree. This shows that the majority of them agree with the statement.

In relation to the second statement, the majority of respondents stated that I was satisfied after visiting Alfabelenskin Central Banyuwangi, it can be seen from the frequency of statements 21 people or 21% answered strongly agree, 74 people or 74% answered agree, and 5 people or 5% answered disagree. This shows that the majority of them strongly agree with this statement.

In the third statement, the majority of respondents stated that I feel comfortable when using products from Alfabelenskin Pusat Banyuwangi, it can be seen from the frequency of statements 24 people or 24% answered strongly agree, 72 people or 72% answered agree, and 4 people or 4% answered disagree. This shows that the majority of them agree with this statement.

In the fourth statement, the majority of respondents stated that I am willing to buy products at Alfabelenskin Central Banyuwangi again, it can be seen from the frequency of statements 36 people or 36% answered strongly agree, 52 people or 52% answered agree, and 12 people or 12% answered disagree. This shows that the majority of them agree with the statement.

In the fifth statement, the majority of respondents stated I am willing to recommend Alfabelenskin Pusat Banyuwangi to others, it can be seen from the frequency of statements 39

people or 39% answered strongly agree, 45 people or 45% answered agree, and 16 people or 16% answered disagree. This shows that the majority of them agree with the statement.

Data Instrument Test Results

The validity test is used to test the extent to which the accuracy of the measuring instrument can reveal the concept of the phenomenon/event being measured. Questionnaire items are declared valid if the value of r count > r table (n-2). The complete validity test is presented in Table 3.

Table 3.: Validity Test Results

No	Variables and Indicators	r count	r table	Information
	Price			
1	X1.1	0,645	0,1996	Valid
2	X1.2	0,754	0,1996	Valid
3	X1.3	0,745	0,1996	Valid
4	X1.4	0,786	0,1996	Valid
5	X1.5	0,582	0,1996	Valid
	Product Quality			
1	X2.1	0,731	0,1996	Valid
2	X2.2	0,733	0,1996	Valid
3	X2.3	0,689	0,1996	Valid
4	X2.4	0,651	0,1996	Valid
5	X2.5	0,672	0,1996	Valid
	Promotion			
1	X3.1	0,694	0,1996	Valid
2	X3.2	0,761	0,1996	Valid
3	X3.3	0,661	0,1996	Valid
4	X3.4	0,645	0,1996	Valid
5	X3.5	0,633	0,1996	Valid
	Consumer Satisfaction			
1	Y.1	0,759	0,1996	Valid
2	Y.2	0,616	0,1996	Valid
3	Y.3	0,538	0,1996	Valid
4	Y.4	0,726	0,1996	Valid
5	Y.5	0,719	0,1996	Valid

In Table 3, it can be seen that the correlation between each indicator to the total construct score of each variable shows valid results, because r count > r table. So it can be concluded that all statement items are declared valid.

Data Reliability Test Results

Reliability test is used to test the extent to which the reliability of a measuring instrument can be used again for the same research. Reliability testing in this study to use the alpha formula. The results of reliability testing for each variable are presented in Table 4.

Table 4: Reliability Test Results

No.	Variable	Alpha Count	Alpha Standard	Information
1	Price (X1)	0,739	0,700	Reliable
2	Quality Product (X2)	0,733	0,700	Reliable
3	Promotion(X3)	0,709	0,700	Reliable
4	Consumer Satisfaction (Y)	0,701	0,700	Reliable

The results of the reliability test indicate that all variables have sufficient Alpha coefficients or meet the criteria to be said to be reliable, namely above 0.700, so that furthermore the items in each concept of these variables are feasible to be used as measuring tools.

Hypothesis test

The hypothesis in this study was tested for truth by using a partial test. The test is carried out by looking at the t-count statistics with the t-table statistical value and the significance level (p-value), if the significance level resulting from the calculation is below 0.05 then the hypothesis is accepted, otherwise if the significance level of the calculated results is greater than 0.05 then hypothesis is rejected. The results of hypothesis testing are presented in Table 6.

Table 6: t Test Results

No	Variable	Count Significance	Significance Level	t count	t table	Information
1	Price	0,013	0,05	2,527	1.6609	Significant
2	Quality Product	0,008	0,05	2,727	1.6609	Significant
3	Promotion	0,000	0,05	4,670	1.6609	Significant

Discussion

The Effect of Price on Consumer Satisfaction.

The results of statistical analysis show that the calculated significance value for the price variable is 0.013 and less than 0.05 and t count (2.527) > t table (1.6609). This shows that the hypothesis which states that price has a significant effect on consumer satisfaction is accepted. This also shows that the price set by Alfabelenskin Center Banyuwangi is in accordance with customer expectations so that it can provide satisfaction. Price is the only element of the marketing mix that provides income or income for the company, in addition it is an element of the marketing mix that is flexible (can be changed quickly). According to (Qomariah, 2016), the maximum price setting will be limited by consumer demand, especially purchasing power. Pricing is also very influential in attracting buying interest which also has an impact on continuous use. The results of this study are in line with research conducted by: (Setiawan et al., 2016), (Verma & Singh, 2017), (Sulaiman & Hindardjo, 2019), (Rizki et al., 2015), (Sukamto & Lumintan, 2015), (Rahardjo et al., 2019), (Riyadi & Rangkuti, 2016), (Putra et al., 2019), (Al-Majali & Tarabieh, 2020), (Ahmed, 2015)., (Qomariah et al., 2020), (Anggriana et al., 2017).

The Effect of Product Quality on Consumer Satisfaction

The results of statistical analysis show that the calculated significance value for the product quality variable (X2) is 0.008 and less than 0.05 and t count (2.727) > t table (1.6609). This shows that the hypothesis which states that product quality has a significant influence on consumer satisfaction is accepted. This also shows that the quality offered by Alfabelenskin Pusat Banyuwangi is in accordance with customer expectations so that it can provide satisfaction. A product is anything that can be offered to a market to satisfy a need or want (Kotler & Keller, 2016). Product quality reflects the product's ability to carry out its duties which include durability, reliability or progress, strength, ease of packaging and product repair and other characteristics. Good or bad quality is judged by consumers based on consumer perceptions. A product is said to be of high quality if it meets the needs and desires of the buyer. Quality is determined by consumers, and their experience with the product or service. This also shows that product quality affects consumer satisfaction, which means that the better

the product quality will have an impact on the better consumer satisfaction. The results of this study are in line with research conducted by: (Yanuar et al., 2017), (Rosalina et al., 2019), (Iriyanti et al., 2016), (Hidayat et al., 2009), (Saidani & Arifin, 2012), (Lenzun et al., 2014), (Putro et al., 2014), (Sari & Logahan, 2020).

The Effect of Promotion on Consumer Satisfaction

The results of statistical analysis showed that the calculated significance value for the product quality variable (X2) was 0.000 and less than 0.05 and t count (4.670) > t table (1.6609). This shows that the hypothesis which states that promotion has a significant effect on consumer satisfaction is accepted. This also shows that the promotions carried out by Alfabelenskin Pusat Banyuwangi are in accordance with customer expectations so that they can provide satisfaction. Promotion is one of the variables in the marketing mix that is very important to be implemented by companies in marketing their products. No matter how good a product is, consumers have never heard of it and are not sure it will be useful to them, then they will not buy it. Basically, promotion is all activities that intend to communicate convey a product to the target market to provide information about its features, uses and most importantly about its existence, to change attitudes or encourage people to act (in this case buy). The main purpose of promotion is to inform, influence and persuade and remind consumers (Lupiyoadi, 2013). The results of this study are in line with research conducted by: (Edyansyah et al., 2019), (Verma & Singh, 2017), (Sulaiman & Hindardjo, 2019), (Rizki et al., 2015), (Sukamto & Lumintan, 2015), (Putra et al., 2019).

CONCLUSIONS AND SUGGESTIONS

Price partially has a significant effect on Consumer Satisfaction Alfabelenskin Center Banyuwangi. Product quality partially has a significant effect on Consumer Satisfaction Alfabelenskin Center Banyuwangi. Promotion partially has a significant effect on Consumer Satisfaction Alfabelenskin Center Banyuwangi.

Based on the research that has been done by the researcher, the suggestions that can be given to the Central Alfabelenskin Banyuwangi from this research are that the Central Alfabelenskin Banyuwangi should be in an effort to increase satisfaction. As for what needs to be considered by the Banyuwangi Central Alfabelenskin regarding aspects including: First, the Banyuwangi Central Alfabelenskin party monitors price competition more often with competitors. Second, the quality of Alfabelenskin Central Banyuwangi products in the future is expected to be better than other products. Third, the Banyuwangi Center Alfabelenskin should add marketing employees so that they can reach consumers who are in remote or remote villages.

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