The Influence of Product Diversity and Sevice Quality on Consumer Satisfaction at the Citra Cosmetic Store in Gowa Regency

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Abstract

This is a type of quantitative research aimed at identifying and analyzing the "The Influence of Product Diversity and Sevice Quality on Consumer Satisfaction at the Citra Cosmetic Store in Gowa Regency". The type of data used in this study is quantitative data obtained from the shared questionnaire and related to the problem studied. In this study, the data sources used in data collection include primary data and secondary data. The research instrument used in this study uses the Likert Scale method. Based on the results of the study using statistical calculations through the application Statistical Package for the Social Science (SPSS) version 29 on the impact of product diversity and quality of service on consumer satisfaction in the Cosmetic Image Shop in Gowa district, the results were obtained that the diversity of product has a positive and significant influence on customer satisfaction proved with a Sig. value 0.001 < 0.05 and a thitung value 26.581 > ttables 1.986. Quality of service also had a positive influence and significant impact on the satisfaction of consumers proved with the Sig. rating 0.001 < 0.05, and the thitung value 4.065 > ttabels 1.986, so it can be concluded that the hypothesis in this study is acceptable.

Keywords: Product Diversity, Quality of Service, Customer Satisfaction

INTRODUCTION

The development of cosmetic retail business today is accelerating as the public is increasingly aware of the importance ofining and caring for the health of the skin and body because it can support the appearance and also used as a means of self-expression. According to a report from PPA Cosmetica Indonesia, the number of cosmetics companies in Indonesia as of July 2023 is 1,010 companies. And information from (Kemenperin, 2015), the cosmetics industry is one of the andalan industries that became a National Priority Industry according to the National Industrial Development Master Plan (RIPIN) 2015-2035. It means that nowadays more and more new products are emerging to beautify themselves. So it needs to be an evaluation material for entrepreneurs in the field of cosmetic retail because if the products sold are varied then consumers will have more choice to choose products that fit their needs and desires, as well as feel more satisfied. In addition, the quality of service is also an important aspect to pay attention because good service can have a positive impact on the consumer. This condition means that in order to compete in the market, a company must be able to retain consumers through consumer satisfaction. It is consistent with the results of research carried out by (Arief et al., 2022) showing the entire free variable (product diversity, price and service quality) has a contribution to the bound variable (consumer satisfaction).

One example of a cosmetic retail business is Gowa Cosmetic Citra Shop located at Sultan Hasanuddin No. 179, Pandang-Pandang, Kec. Somba Opu, Kab. Gowa, South Sulawesi. The store sells cosmetics and self-care products, but the level of product diversity is still low based on consumer judgments. It can be advised from the lack of concealer products from the brand

Pinkflash and cream from some by Mi. Besides, the care products for men are still less available in the Citra Cosmetic Gowa Store. Not only that, the consumer reviews that exist on Google regarding the quality of service at Gowa Cosmetic Image Store are also quite low, it is said that employees are less friendly in serving consumers, the employee's attitude is less good when consumers ask about a product and the cashier is less competent in it. It affects consumer satisfaction when shopping at Gowa Cosmetic Image Store.

Based on the above background, the researchers are interested in conducting a study on "The Influence of Product Diversity and Sevice Quality on Consumer Satisfaction at the Citra Cosmetic Store in Gowa Regency"

The objective of this research is as follows: 1) To find out and analyse the impact of product diversity on consumer satisfaction in Cosmetic Images Store in Gowa District. 2) To find and analyze the influence of quality of service on the satisfaction of consumers at Cosmetics Images Shop in Gova District.

RESEARCH METHODS

This research is quantitative research with the data sources used are primary data and secondary data. The study was conducted at the Gowa Cosmetic Image Store, conducted from January 4th to March 4th 2024 with a population of 1,450 consumers in the period October - December 2023 with sampling of 94 consumers using the Slovin formula. Data collection techniques in this research through observation, documentation and questionnaires. Data analysis methods used are descriptive analysis, research instrument testing, classical assumption testing, and double linear regression analysis. And for testing the hypothesis his research uses the T test, the F test, as well as the determination coefficient (R^2).

RESULTS AND DISCUSSION

1. **Research Result**
   1.1.**Validity Test**

   Validity testing is used to measure the validity or invalidity of a questionnaire. The requirement to be met is that if r counts > r table then the result is valid.

Tabel 4.12

Hasil Pengujian Validitas

Variabel	Indikator	Nilai r – hitung	Nilai r - tabel 5% (92)	Sig.	Keterangan
Keragaman Produk (X1)	X1.1	0.605	0.202	0.001	Valid
	X1.2	0.594	0.202	0.001	Valid
	X1.3	0.629	0.202	0.001	Valid
	X1.4	0.539	0.202	0.001	Valid
	X1.5	0.657	0.202	0.001	Valid
	X1.6	0.635	0.202	0.001	Valid
	X1.7	0.529	0.202	0.001	Valid
	X1.8	0.333	0.202	0.001	Valid
Kualitas Pelayanan (X2)	X2.1	0,838	0.202	0.001	Valid
	X2.2	0,808	0.202	0.001	Valid
	X2.3	0,776	0.202	0.001	Valid
	X2.4	0,808	0.202	0.001	Valid
	X2.5	0,809	0.202	0.001	Valid
	X2.6	0,753	0.202	0.001	Valid
	X2.7	0,809	0.202	0.001	Valid
	X2.8	0,801	0.202	0.001	Valid
	X2.9	0,827	0.202	0.001	Valid
	X2.10	0,750	0.202	0.001	Valid
Kepuasan Konsumen (Y)	Y.1	0,589	0.202	0.001	Valid
	Y.2	0,651	0.202	0.001	Valid
	Y.3	0,450	0.202	0.001	Valid
	Y.4	0,482	0.202	0.001	Valid
	Y.5	0,650	0.202	0.001	Valid
	Y.6	0,673	0.202	0.001	Valid

Based on the above data, the result is obtained that the r value counts > r table, so that the data received in the field can be stated valid.

1.2.**Reliability Test**

The reliability test aims to determine whether the respondent's answer is reliable or not. A data can be said to be reliable when the Cronbach values are >0.60.

Tabel 4.13
Hasil Uji Reliabilitas

Variabel	Nilai Cronbach's Alpha	Standar Reliabilitas	Items	Keterangan
Keragaman Produk (X1)	0,813	0.60	8	Reliabel
Kualitas Pelayanan (X2)	0,937	0.60	10	Reliabel
Kepuasan Konsumen (Y)	0,611	0.60	6	Reliabel

Based on the results of the above analysis, it is known that cronbach's alpha values of variables X and Y are greater than 0.60, so all variables can be declared reliable.

1.3. Normality Test

The method used in this study is by looking at the Asymp value. Sig. on the One-Sample Kolmogorov-Smirnov Test. In this test, the data is said to be abnormal if $p < 0.05$ and the data says to be normal if $p > 0.05$.

Gambar 2.1
Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			94
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		.57188403
Most Extreme Differences	Absolute		.074
	Positive		.058
	Negative		-.074
Test Statistic			.074
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.220
	99% Confidence Interval	Lower Bound	.209
		Upper Bound	.231

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

ased on the image above, the results of the Kolmogorov Smirnov Test showed an Asymp. Sig value of $0.200 > 0.05$. This indicates that the data has met the significance level requirement of > 0.05, from which it can be concluded that data is already distributed normally.

1.4. Multicolinearity Test

The multicolinearity test aims to test whether a regression model found a correlation between free variables.

Gambar 2.2
Hasil Uji Multikolinearitas

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.591	.768		8.587	<.001		
	KERAGAMAN PRODUK	.465	.017	.939	26.581	<.001	.996	1.004
	KUALITAS PELAYANAN	.049	.011	.163	4.605	<.001	.996	1.004

a. Dependent Variable: KEPUASAN KONSUMEN

The results of the multicolinearity test show that the product diversity (X1) and service quality (X2) VIF values are 1,004 < 10 and the tolerance value is 0,996 > 0,1 so the data can be said to have no multicolinarity.

1.5. Autocorrelation Test

The autocorrelation test has the purpose of testing whether in a linear method there is a correlation between interference errors in the period t and the time period t-1. A data can be said there is no autocorrelation i.e. if (du<dw<4<du).

Gambar 2.3
Hasil Uji Autokorelasi

Model Summaryᵇ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.942ª	.887	.885	.578	1.970

a. Predictors: (Constant), KUALITAS PELAYANAN, KERAGAMAN PRODUK
b. Dependent Variable: KEPUASAN KONSUMEN

Based on the results of the autocorrelation test, the result was 1,7078 < 1,970 < 2,2922. Thus it can be concluded that there is no autocorelation in this study because the value (du < dw < 4 - du) obtained has met the conditions of the auto-correlation test.

1.6. Heterocedastisity Test

The heterocadastity test can be seen on the scatter-plot image pattern. Good regression doesn't happen heterosexuality. If the resulting dots form a dispersive or irregular pattern above or below the number 0 (zero), then there is no indication of heterocadasthesis.

Gambar 2.4
Hasil Uji Heteroskedastisitas
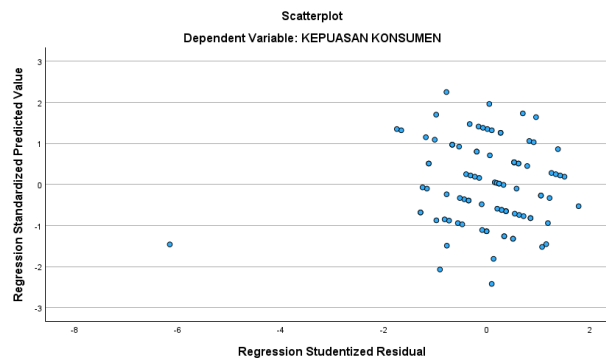
Based on the calculation of the heterocadasthenicity test above, it can be seen that the dots spread randomly as well as the points spread above and below the number 0 on the Y axis, so from these criteria can be stated that in this study there were no symptoms of heterocedasthesis.

1.7. Double Linear Regression Test

Double linear regression analysis can measure the strength of the relationship between independent variables and dependents, as well as indicate the direction of the relation between these variables.

Gambar 2.5
Hasil Uji Regresi Linear Berganda

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.591	.768		8.587	<.001		
	KERAGAMAN PRODUK	.465	.017	.939	26.581	<.001	.996	1.004
	KUALITAS PELAYANAN	.049	.011	.163	4.605	<.001	.996	1.004

a. Dependent Variable: KEPUASAN KONSUMEN

Based on the figure above, the result of the data obtained on a table of coefficients of double regression obtain the equation as follows:

$$Y = a + \beta 1 X1 + \beta 2 X2 + e$$
$$Y = 6{,}591 + 0{,}465X2 + 0{,}049X3 + 0{,}05$$

Based on data processed using SPSS 29, the results obtained indicate the constant value of the data in this study is 6.591, meaning that if product diversity (X1) and service quality (X2) value 0 then consumer satisfaction (Y) value is 6,591. Product diversity variable (X 1) has a value of 0.465 and the significance level of 0.001 < 0.05, stating that if the product variability increases 1 unit and other variables are considered constant then variable Y that is consumer content will experience an increase of 0,465 with a percentage of 4.65%.

1.8. T Test

The T test is used to determine the influence of an independent variable on a dependent variable. In this study, the total number of respondents was 94 and the score was df = (94-2-1) = 1,986. If the significance value is < 0.05 and the thitung is greater than the ttable then it can

be said that the independent variable individually has a positive and significant influence on the dependent variable.

Based on Figure 2.5, the effects are as follows:

1. The sig. value for the influence of product diversity (X1) on consumer satisfaction (Y) is 0,001 < 0,05 and the thitung value 26,581 > tables 1,986, so it can be concluded that the diversity of product(X1) has a positive and significant influence on the satisfaction of the consumer (Y). Thus, it is possible to conclude that Hypothesis 1 is accepted.
2. The sig. value for the impact of the quality of service (X2) on consumer satisfaction (Y) is 0.001 < 0.05 and the thitung value is 4.065 > tables 1.986, so it can be concluded that the Quality of Service(X2) has a positive and significant impact on the satisfaction of the consumer (Y). Thus, the hypothesis 2 is accepted.

1.9.F Test (Model Feasibility Test)

The F test (Test model) aims to determine whether an independent variable has a partial influence on a dependent variable with a significance value of < 0.05 and a Calculus > Ftable.

Gambar 2.6

Uji F (Uji Model)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	238.861	2	119.430	357.320	<.001[b]
	Residual	30.416	91	.334		
	Total	269.277	93			

a. Dependent Variable: KEPUASAN KONSUMEN

b. Predictors: (Constant), KUALITAS PELAYANAN, KERAGAMAN PRODUK

Based on Figure 2.6, indicating the result of the data in column F above, it is possible to see that the significant value is 0,001 < 0,05 and Fcalung > Ftable is 357,320 > 3,10. The F value of the table is F (k ; n-k) = (2 ; 92) = 3,10. Thus it can be concluded that together (simultaneously) variables of product diversity and quality of service have a positive and significant influence on consumer satisfaction at Cosmetic Images Shop in Gowa District.

1.10. Determination Coefficient Test (R^2)

Based on Figure 2.3, the size of the determination coefficient or Adjusted R Square is 0.887. This means that the model represents a fact of 88.7%. The value indicates that product diversity (X1) and service quality (X2) contribute or influence consumer satisfaction (Y) of 88,7%.

2. Discussion

Based on the results of the research carried out, the discussion of the study is as follows:

1. The impact of product diversity on consumer satisfaction in the Cosmetic Images Shop in Gowa District. Based upon the test results and data processing, it can be concluded that the variable of product variety has a positive influence on the consumer's satisfaction variable is proven with a positive coefficient value of 0.465. And significant influence is proved with the test t with a value of Sig. 0.001 < 0.005 and 26,581 > table 1.986.

The results of this study are in line with a study conducted by (Qurrata A'yunina C.H., Yuyun Dwida Asrini, 2022) entitled "Influence of Service Quality, Product Diversity and Location on Consumer Satisfaction (Study On K-24 Kadipiro Yogyakarta Apothecary)".

Based on the results of research shows that the variety of products on Gowa Cosmetic Image Store has a positive and significant influence on consumer satisfaction. This is because the Gowa Cosmetic Image Store provides a wide range of beauty products ranging from cosmetics, skincare, bodycare and other care products as well as existing products from local and international brands. Because it is this that makes consumers feel satisfied while shopping at the Gova cosmetic image store because what they need can be obtained only in one place.

2. Impact of the Quality of Service on Customer Satisfaction at the Cosmetics Image Store in Gowa District. Based on the results of testing and data processing that have been carried out, it can be concluded that the variable of product diversity has a positive effect on the consumer satisfaction variable proven with a positive coefficient value of 0.049. And a significant impact has been demonstrated by testing with Sig. <001 < 0.005 and thitung 4.605 > table 1.986.

The results of this research are in accordance with the research conducted by (Yika Detossy Prestiam et al. 2021) which significantly positively affects the quality of the service, which is explained by the Customer Service, which has been performed to promote quality of products and products.

his is because the employees of Gowa Cosmetic Image Shop show a good attitude in providing services to consumers and appreciating all consumers who come shopping. Therefore, this generates a sense of satisfaction in the hearts of consumers for the services provided by employees of Gowa Cosmetic Image Shop.

CONCLUSION & RECOMMENDATION

Conclusion

From the analysis of the data carried out and the discussion presented, the following conclusions are drawn:

1. The results of the T test show that the diversity of products and the quality of services have a positive and significant impact on the satisfaction of consumers in the Cosmetic Imaging Store in Gowa District.

2. The result of the F test shows that the hypothesis in this study is accepted so that it can be concluded that the factor of product diversity and quality of service simultaneously have a significant influence on the consumer satisfaction in the cosmetic imaging store Gowa.

3. The test results of determination coefficient (R^2) showed a value of 0.887 this means that the model represents facts of 88.7% and the remainder of 11.3% is a limitation of the measurement tool as well as the error of the researcher in revealing facts.

Recommendation

Based on the results of the research, the researchers delivered a message that might be of benefit to the parties concerned.

1. Recommendations for Research Places a. Based on the results of the double linear regression test, the obtained product diversity (X1) has an impact of 0.465 on consumer satisfaction (Y) with the lowest rating in the statement X3.1. Therefore, the management of the Gowa Cosmetic

Image Store is expected to increase the product variety by adding variations in the size, type and function of the product of each brand to adapt to the needs and wishes of the consumer in order to generate the satisfaction of the customer. b.

2. Based on the results of the above research, it is expected that this research results can be a reference material for future researchers, as well as as as reference for researchers who intend to carry out research in the future. In addition, other researchers are expected to add other supporting variables in addition to product diversity and service quality so that the information obtained is more complete and meets consumer information needs.

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