



Understanding Skintific Product Customer Loyalty Based on Sensory Experience, Value Perception and Satisfaction

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Article Info	Abstract
<p>Keyword: Sensory Experience, Perceived Value, Customer Satisfaction, Customer Loyalty</p> <p>Received: 26-11-2024 Revised: 06-01-2025 Accepted: 09-01-2025 Published: 15-01-2025</p> <p>JEL Classification Code: M31, L66, L15</p> <p>Corresponding author: murnawardha@gmail.com</p> <p>DOI: 10.24123/jeb.v6i1.7066</p>	<p>Purpose: This research seeks to explore the influence of sensory experiences and perceived value on consumer satisfaction and loyalty regarding Skintific products among Samarinda's residents.</p> <p>Method: This study employs a quantitative approach with associative methods. The population consists of Samarinda residents who use Skintific products, with a total of 130 respondents. The sampling technique used is non-probability sampling, specifically the accidental sampling method.</p> <p>Result: The findings indicate that sensory experience has a significant impact on both customer satisfaction and loyalty. However, perceived value significantly affects customer satisfaction but does not have a notable influence on customer loyalty. However, through an indirect connection, perceived value can impact loyalty via satisfaction. Consequently, the results suggest that customer satisfaction serves a crucial function as a mediator in linking perceived value with customer loyalty. Therefore, initiatives to boost perceived value should align with efforts to enhance customer satisfaction in order to build enduring loyalty.</p>

INTRODUCTION

In the current era of Industry 5.0, companies are competing to develop innovations and breakthroughs through in-depth research and leveraging existing technology to ensure their products can compete in the broader market, including in the beauty product industry (Putri, 2023). Beauty and personal care products have now risen to the top category of Fast Moving Consumer Goods (FMCG). Data from the Kompas.co.id website reveals that Indonesian consumer spending on FMCG has increasingly shifted toward beauty products. Shopping activity on three major domestic e-commerce platforms—Shopee, Tokopedia, and Blibli—shows that FMCG sales reached IDR 5.35 trillion during the Ramadan 2024 period. The sales of beauty and personal care products alone accounted for IDR 2.9 trillion, equivalent to 45.7%, surpassing the food and beverage category at IDR 1.8 trillion, while the health category recorded IDR 1.01 trillion (Mae, 2024).

The high sales figures cannot be separated from the increasing awareness among women that skin care in daily activities is essential, coupled with the assumption and demand for individuals to appear attractive (Retnowati, 2024). This condition has led beauty product manufacturers to compete in crafting and marketing high-quality products that meet consumer expectations (Riza Andrian Septian & Sita Deliyana Firmialy, 2023). According to the Jakpat Beauty Trends Report 2021, 80% of respondents, comprising both men and women, agreed that using facial care products is a form of investment in skin health (Subagyo, 2022). Similarly, a study by Euromonitor revealed that Indonesia ranks as the second-highest country globally in terms of awareness about skin care (D. Rachmawati, 2023).

Skintific is one of the emerging brands in the domestic beauty market. Originating from Canada, Skintific entered Indonesia at the end of 2021 under the license of PT May Sun Yvan, a manufacturer based in China. According to Indonesia's BPOM (Food and Drug Monitoring Agency), Skintific's manufacturer is Guangdong Essence Daily Chemical Co. Ltd. in China. Skintific offers a wide range of facial care products, including moisturizers, sunscreens, serums, and more (Finfolk, 2023). Within a year of its entry into the Indonesian market, Skintific has become one of the most sought-after brands by domestic consumers. Several Skintific products even achieved the TOP 1 Beauty Category across almost all e-commerce platforms in Indonesia in 2022. The brand's introduction to the public during that year was highly significant, as evidenced by Skintific's success in winning numerous awards, including the prestigious title of "Best Moisturizer," awarded by prominent entities such as Female Daily, Sociolla, BeautyHaul, and TikTok Live Award. Additionally, Skintific was named "Best New Brand 2022" by Sociolla and TikTok Live Award (Suwondo & Andriana, 2023). These achievements contributed to Skintific's total sales of IDR 44.4 billion from April to June 2022 (Rusiana et al., 2023).

The remarkable growth of Skintific can be attributed to its ability to adapt well to the domestic beauty market and win the hearts of consumers through various innovations and promotional strategies. Skintific employs targeted strategies for Indonesia's facial care market, such as affiliate marketing and live streaming on prominent platforms like TikTok, leveraging the influence of carefully selected beauty influencers to shape consumer perceptions of product quality. This strategy is considered effective as it utilizes platforms with large user bases and interactive marketing styles, aligning with consumer behavior in the digital era. These branding efforts have successfully created the perception that Skintific products are suitable for Indonesian skin (MyIndibiz, 2023). Additionally, brand consistency plays a vital role, as Skintific ensures that all its products undergo stringent production processes and maintain high quality. Furthermore, the frequent discounts offered across various platforms entice many prospective consumers to try Skintific products (Pamungkas & Wardhani, 2024).

To maintain consistent product sales, it is essential to provide consumers with a positive experience after using Skintific products, ensuring they feel satisfied and loyal to the brand. Customer Experience relates to the impressions consumers gain, both directly and indirectly, through services, products, and interactions. This, in turn, elicits cognitive and emotional responses that shape either positive or negative perceptions in consumers' minds (Rahmandika & Rohman, 2022). Puji Astuti & Fazizah (2023) state that a good customer experience with a product can generate reactions and behaviors that build trust, satisfaction, and loyalty toward a specific brand. One critical factor to consider in achieving a positive user experience for Skintific consumers is the sensory experience. This experience goes beyond product compatibility with Indonesian skin and considers aspects like packaging and fragrance to win consumers' hearts (Astuti & Fazizah, 2023).

Equally important in customer experience is the perceived value or benefit associated with the overall advantages of a product or service, based on the customer's perception of what is received versus what is spent. When someone desires an outcome, it must be accompanied by sacrifices to achieve it. Beyond the functionality of the product, the cost sacrificed becomes a crucial aspect to consider. Consumers need to evaluate the extent to which a product provides benefits that

exceed the cost incurred. Once consumers perceive value in a brand or product, they are more likely to express satisfaction and loyalty toward it (Muthiah & Azzah, 2023).

However, there remains a research gap regarding how specific variables influence customer satisfaction and loyalty, particularly in the context of the Indonesian market. Previous studies often focused on general factors such as product quality or marketing strategies, without delving deeply into sensory experience and perceived value, which directly impact consumer perceptions of the Skintific brand. This gap provides an opportunity to explore how these variables contribute to customer satisfaction and loyalty. Thus, this study aims to examine how sensory experience and perceived value influence consumer satisfaction and loyalty toward Skintific products among the residents of Samarinda. This research is expected to provide insights into the factors driving customer satisfaction and loyalty and offer strategic recommendations for Skintific's product development and marketing efforts.

Customer Experience

Customer experience is a marketing model that evolves alongside the concept of customer equity. This model was developed by Bernd Schmitt (1999) in his book *Customer Experience Management*, which is a continuation of his earlier work, *Experiential Marketing* (Indah Handaruwati, 2021). Indah Handaruwati (2021) cites Schmitt (1999), who defines experience as a personal event that arises as a response to various stimuli, originating from direct observation and participation in the use of a product. When an individual engages in sensory, emotional, and social experiences, their motivation increases, thereby enhancing the product's value.

Sensory Experience

Sensory experience provides consumers with experiences that influence their five senses. These senses include sight, smell, hearing, touch, or taste from a product. When these various sensory elements work harmoniously to deliver a pleasant and satisfying experience, consumers are likely to develop a positive perception of the product (Suprapti et al., 2022). Positive sensory experiences can create lasting memories and enhance overall satisfaction with a product. Previous research has found a significant positive relationship between sensory experience and customer satisfaction (Hutasoit, 2020; Indah Handaruwati, 2021; Suprapti et al., 2022).

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H1: Sensory experience has a significant effect on customer satisfaction

H2: Sensory experience has a significant effect on customer loyalty

Perceived Value

Perceived value can be defined as the overall evaluation by consumers of the usefulness of a product or service based on their perception of what is received. In other words, perceived value reflects the customer's perspective on the benefits received in relation to the sacrifices made (Kim & Jeong, 2019). Customers must feel that the benefits they gain from a product or service are proportional to the costs they incur. On the other hand, companies must also ensure that the costs incurred to provide the product or service are in line with the benefits they gain from customers. This is important to maintain customer satisfaction and business sustainability (Paulose & Shakeel, 2022).

The perceived value by customers increases their satisfaction, which also contributes to loyalty. Previous research by Paulose & Shakeel (2022) showed a significant relationship between perceived value and customer satisfaction, and emphasized that this value perception predicts customer loyalty; the higher the consumer's perception of value, the greater the likelihood that they will repurchase the product. While some research (Paulose & Shakeel, 2022) found a significant positive relationship between perceived value and customer loyalty, other findings (Firmansyah & Prihandono, 2018) showed the opposite. Therefore, further research is needed to better understand this relationship.

H3: Perceived value has a significant effect on customer satisfaction

H4: Perceived value has a significant effect on customer loyalty

Customer Satisfaction and Customer Loyalty

Customer satisfaction is defined as the assessment made after consumption of a brand, company, or their offerings, which depends on perceived value, quality, and consumer expectations. Customer satisfaction can also be defined as the response to the perceived discrepancy between prior expectations and the actual product performance observed after consumption. It is also stated that customer satisfaction is based on a comparison of the profitability of the product or service with expectations, and customer satisfaction is achieved if profitability is equal to or greater than the customer's expectations (Torabi et al., 2021).

Customer loyalty is defined as the behavioral tendency to make repeat purchases and develop loyalty to a product or service offered by the company (Rachman & Oktavianti, 2021). Customer loyalty is the primary goal in strategic marketing planning and is a crucial foundation for developing sustainable competitive advantages. This is because loyal customers enable companies to achieve long-term profits and build meaningful relationships with their customers (Torabi et al., 2021).

Improving customer satisfaction paves the way for repeated purchase frequency, expanding market share, and generating positive word-of-mouth promotion. Satisfied customers tend to remain loyal and recommend businesses to others. Several studies conducted by (Torabi et al., 2021) and (Paulose & Shakeel, 2022) suggest that customer satisfaction has a positive and significant effect on customer loyalty in strengthening long-term relationships between customers and companies. To prove this relationship, the following hypothesis is formed.

H5: Customer satisfaction has a significant effect on customer loyalty

Based on the theoretical framework outlined, the conceptual framework for this study can be seen in the following figure 1:

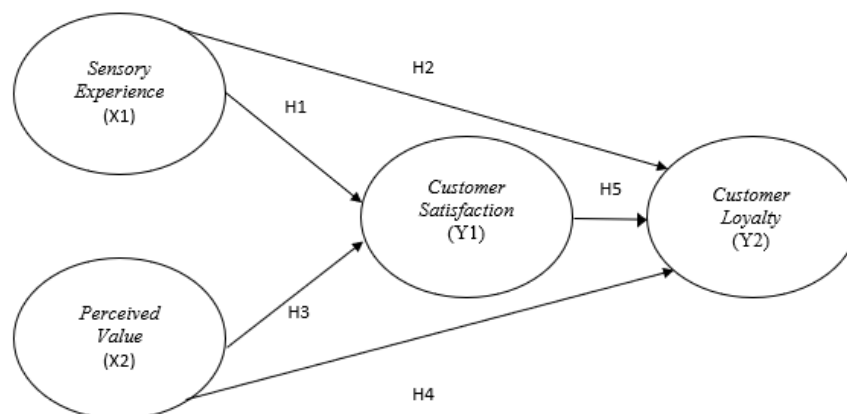


Figure 1.
Research Model

RESEARCH METHODS

In this study, a quantitative approach is applied to conduct associative research. Associative research is part of the explanatory research method that aims to explain the influence or relationship between two or more variables (Sekaran & Bougie, 2016). The type of data used in this study is quantitative data, which consists of numbers or scores from a questionnaire. The data sources include both primary and secondary data.

In this study, the population consists of the people of Samarinda who use Skintific products. The selection of Samarinda's population as the subject is based on the high usage of skincare products in this city, which reflects relevant consumer trends and preferences for this research. The choice of Skintific as the focus of the study is made based on the brand's popularity among consumers as well as its strong reputation for quality and the effectiveness of its skincare products. This study refers to the formula by Hair, et al. (2010) as the basis for calculating the sample size. In this formula, the number of variable indicators is multiplied by the minimum sample size of 5-10, resulting in a total of 130 respondents. The sample criteria in this study include males and females aged 16-35, who have purchased at least two Skintific products and have used Skintific products for at least one month.

The sampling technique used is non-probability sampling. The method applied in this study is accidental sampling, where samples are taken from population members who are easily accessible and can provide relevant information (Sekaran & Bougie, 2016). Data was collected through the distribution of questionnaires during September 2024. The questionnaires provided to respondents are of the closed-type. The scale used in this study is the Likert scale, with points ranging from 1 to 5. There are four operational definitions of variables in this study.

The independent variables in this study are sensory experience and perceived value. Sensory Experience refers to the consumer's perception of the sensory experience felt through the five senses when using a product. Indicators of the sensory experience variable include (Indah Handaruwati, 2021); product appearance, product texture, and product scent. Perceived value refers to the consumer's subjective evaluation of the benefits received compared to the sacrifices made when using a product or service. Indicators of the perceived value variable include (Natalin, 2021), emotional value, social value, quality, and price.

The dependent variables in this study are customer satisfaction and customer loyalty. Customer satisfaction is the level of satisfaction felt by the consumer after comparing their expectations of a product or service with the actual performance received. Indicators of the customer satisfaction variable include (Khotimah et al., 2021), feeling of satisfaction, fulfillment of expectations, and regular purchase of the product. Customer loyalty is the tendency of consumers to make repeat purchases and remain loyal to a product or service. Indicators of the customer loyalty variable include (Andita et al., 2021), recommendation, becoming the primary choice, and repeat purchases.

RESULTS & DISCUSSION

The determination of the significance of the relationships between independent and dependent variables is based on the t-statistic and p-value. A relationship is considered significant if the t-statistic value is greater than the critical t-value (1.960) and the p-value is less than 0.050 (Ghozali & Latan, 2020). If these criteria are met, it can be concluded that there is a significant effect between the variables; otherwise, no significant effect is observed.

Table 1.
Hypothesis Testing Results

Hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	T Statistics (O/STDEV)	P Values	Description
H1	X1->Y1	0.325	0.101	3.209	0.001	Accepted
H2	X1->Y2	0.230	0.114	2.007	0.045	Accepted
H3	X2->Y1	0.638	0.098	6.529	0.000	Accepted
H4	X2->Y2	0.133	0.140	0.950	0.343	Rejected
H5	Y1->Y2	0.531	0.153	3.466	0.001	Accepted

Based on the statistical test results in table 1, hypothesis 1 shows that there is a significant effect of sensory experience on customer satisfaction. The relationship between sensory experience and customer satisfaction yielded a t-statistic value of 3.209, which is higher than the t-table value of 1.960, and the p-value or significance level obtained is very good at 0.001, which is much smaller than the established error level (α) of 0.050 or 5%. Based on these results, it can be concluded that Sensory Experience has a significant effect on Customer Satisfaction with Skintific products.

The significant positive relationship indicates that Skintific is able to meet the users' sensory desires related to vision (product packaging appearance), smell (product scent), hearing (background sounds used in digital promotions), touch (when the product is applied to the skin), and others (Suprpti et al., 2022). Thus, user satisfaction with Skintific products is formed. This is also due to the intelligence of Skintific producers in utilizing digital media marketing, such as affiliate marketing and live broadcasts on various leading platforms like Tiktok, with the selection of the right beauty influencers to create the perception that Skintific products have beautiful packaging, a non-intrusive fragrance, and most importantly, are suitable for Indonesian skin (MyIndibiz, 2023).

In this case, sensory experience plays an important role in shaping belief, accompanied by high consistency, thus resulting in overall consumer satisfaction. Therefore, the results of this study are supported and in line with previous research findings by (Hutasoit, 2020; Indah Handaruwati, 2021; Suprpti et al., 2022) which states that sensory experience has a significant effect on customer satisfaction. This variable creates experiences for consumers through sensory stimulation that can affect their satisfaction levels. Therefore, companies can leverage this sensory experience as a strategy to improve service quality and create better relationships with customers.

Hypothesis 2 shows that there is a significant effect of sensory experience on customer loyalty. The relationship between sensory experience and loyalty yielded a t-statistic value of 2.007, which is higher than the t-table value of 1.960, and the p-value or significance level obtained is 0.045, which is smaller than the established error level (α) of 0.050 or 5%. Based on these results, it can be concluded that sensory experience has a significant effect on the loyalty of Skintific product users.

The product appearance, which reflects high-quality products, the texture that absorbs easily into the skin, and the soft fragrance are some of the positive sensory experiences felt by users over a period of at least one month, which can influence Skintific consumer loyalty (Nasuka, 2017). The large number of facial skincare brands indicates that not all products are suitable for everyone's skin, so when users feel that Skintific provides the appropriate benefits and does not cause side effects on the skin, it indirectly creates a tendency to continue using the product over the long term.

The results of this study align with the findings of previous research by (D. G. Rachmawati & Utami, 2021), which states that sensory experience, as part of customer experience, has a significant effect on customer loyalty. However, these results contradict the research conducted by (Christine & Lestari, 2019), which states that there is no significant effect of sensory experience on

customer loyalty. As times evolve, consumer behavior patterns continue to change in line with technological advancements, improved access to information, and changing preferences in shopping experiences.

Hypothesis 3 shows that there is a significant effect of perceived value on customer satisfaction. The relationship between perceived value and satisfaction yielded a t-statistic value of 6.529, which is higher than the t-table value of 1.960, and the p-value or significance level obtained is very good at 0.000, which is smaller than the established error level (α) of 0.050 or 5%. Based on these results, it can be concluded that perceived quality has a significant effect on the satisfaction of Skintific product users.

Skintific product users feel that the quality and benefits they gain outweigh the costs they incur to use the product. This becomes part of the individual user's evaluation, which involves a sense of satisfaction with the product's performance, as it is able to meet their expectations (Akmaliyah et al., 2024). The very good significance level also proves that the positive claims or attributes about the product communicated by Skintific through various digital media meet users' expectations. These results also relate to the end benefits or outcomes that users expect after using Skintific products, especially on the face, as when consumers experience direct benefits from a product, user satisfaction will arise naturally (Paulose & Shakeel, 2022).

The findings of this study are supported and in line with previous research by (Kim & Jeong, 2019; Paulose & Shakeel, 2022), which states that the perceived value by customers can increase their level of satisfaction and shows that when customers feel they get benefits commensurate with what they have paid, they tend to be more satisfied with the products or services received.

Hypothesis 4 shows that there is a significant effect of perceived value on customer loyalty. The relationship between perceived value and loyalty yielded a t-statistic value of 0.950, which is lower than the t-table value of 1.960, and the p-value or significance level obtained is 0.343, which is higher than the established error level (α) of 0.050 or 5%. Based on these results, it can be concluded that perceived quality does not have a significant effect on the loyalty of Skintific product users.

Perceived value tends to be related to the overall customer evaluation of the benefits received compared to the sacrifices made. However, customer loyalty may be influenced by other factors, such as attitudes based on their direct experiences with the product, the product's effectiveness in meeting their needs, or emotional connections with the brand. In the context of the actual situation in Samarinda, Skintific product users, especially from younger age groups, show a more consumptive behavior influenced by external factors such as trends, peer recommendations, and social media influence. In this context, even though customers may feel significant benefits from Skintific products, their loyalty is not automatically formed. This may occur because the decision to remain loyal often involves more than just perceived value, such as the need for a strong emotional bond with the brand or consistent repeated experiences.

Furthermore, perceived value is often more effective in creating customer satisfaction than in directly building loyalty, especially in competitive markets where customers have many alternative products. Therefore, the results of this study do not align with the findings of research conducted by (Paulose & Shakeel, 2022), and this difference is also based on the fact that the community in Samarinda tends to choose products based on stronger emotional or social factors, such as popular trends, rather than solely based on the perceived functional value of the product. Additionally, the diversity of brands and increasingly varied promotions, along with the availability of similar product alternatives, make loyalty difficult to form without supportive elements or a more personal connection with the brand.

Hypothesis 5 shows that there is a significant effect of customer satisfaction on customer loyalty. The relationship between satisfaction and loyalty yielded a t-statistic value of 3.466, which is higher than the t-table value of 1.960, and the p-value or significance level obtained is very good at 0.001, which is smaller than the established error level (α) of 0.050 or 5%. Based on these results, it

can be concluded that user satisfaction has a significant effect on the loyalty of Skintific product users.

Customer loyalty can be formed through the pleasant experiences users have when using a particular brand (Rahmandika & Rohman, 2022). User satisfaction can significantly influence consumers' positive usage behavior (Torabi et al., 2021). Positive behavior can be seen from Skintific being the top-of-mind brand choice when determining facial skincare product purchases, the increasing frequency of usage through various Skintific products, and the tendency of users to recommend Skintific products to friends, family, and close ones (Juan Tri Atmojo & Widodo, 2022). This loyalty not only shapes positive behavior, loyalty, and commitment to a particular brand but also emotional involvement with it (Ferdinand et al., 2021).

The crucial role of satisfaction in maintaining and driving customer loyalty is due to the psychological connection between consumers and the Skintific brand, which reduces the likelihood of customers switching to another skincare brand (Sandy & Bharata, 2024). Therefore, the findings of this study are supported and in line with the findings of previous research by (Torabi et al., 2021) and (Paulose & Shakeel, 2022).

In this study, there are two indirect effects that are not covered in the hypotheses. However, the relationships of these indirect effects can be observed in the following table 2 and explanation.

Table 2.
Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Y1 -> Y2	0.173	0.167	0.072	2.401	0.017
X2 -> Y1 -> Y2	0.339	0.329	0.115	2.939	0.003

There is an indirect effect of sensory experience on customer loyalty through customer satisfaction. In this study, the original sample value of the indirect effect is 0.173, while the direct effect is 0.230. These values indicate that the original sample value of the direct effect is larger than the original sample value of the indirect effect. Therefore, it can be concluded that customer satisfaction does not mediate the relationship between sensory experience and customer loyalty.

Looking at the current situation, the people of Samarinda tend to prioritize results that are immediately visible and felt when using Skintific skincare. The difference in results between direct and indirect effects shows that Sensory Experience is more effective in influencing customer loyalty directly compared to through customer satisfaction. This is due to the characteristics of skincare consumers in Samarinda, who tend to prioritize instant results and emotional experiences over rational evaluations such as satisfaction. Sensory experiences, such as scent, texture, and sensations when using the product, create a strong emotional impact, directly forming loyalty without the need for satisfaction as a mediator. On the other hand, customer satisfaction is more cognitive and may be less relevant in fostering long-term attachment among consumers who are more influenced by the instant experiences they feel.

There is an indirect effect of perceived value on customer loyalty through customer satisfaction. In this study, the original sample value of the indirect effect is 0.339, while the direct effect is 0.133. These values indicate that the original sample value of the indirect effect is larger than the original sample value of the direct effect. Therefore, it can be concluded that customer satisfaction mediates the relationship between perceived value and customer loyalty.

Based on the research findings and considering the current situation, the people of Samarinda, when using Skintific skincare, tend to be more loyal if they are satisfied with the product they use. This aligns with the finding that perceived value does not have a significant direct effect on

customer loyalty but has an indirect effect through customer satisfaction. When perceived value, such as the quality and price of the product, meets or exceeds their expectations, the resulting satisfaction becomes an important factor in strengthening their loyalty to the Skintific product. Therefore, it is essential for Skintific to continue enhancing the perceived value for customers in order to maintain satisfaction and loyalty among Skintific users in Samarinda.

CONCLUSION

This research has significant implications for various parties, including the academic field, industry, and society. From a research perspective, the findings of this study contribute to the development of literature on the relationship between sensory experience, perceived value, customer satisfaction, and customer loyalty in the context of cosmetic products. This study expands the understanding of how these elements are interconnected and provides new insights that can be used by researchers in developing more comprehensive theoretical models in the future.

Practically, the results of this research have direct implications for companies like Skintific in designing more effective marketing strategies. Enhancing customer sensory experience and creating higher perceived value can be a key focus in efforts to increase customer satisfaction and loyalty. Companies can use these findings to develop products and services that better meet customer expectations, which in turn can improve the competitiveness and profitability of the company.

For society, this research can influence public attitudes towards beauty and skincare product brands, especially Skintific products. A better understanding of sensory experience and perceived value can affect consumer purchasing decisions, potentially improving their quality of life by obtaining products that align with their needs and preferences. From a social perspective, this research also contributes to raising awareness about the importance of product experience in fostering stronger customer loyalty.

Overall, the findings in this study are consistent with the conclusions drawn and provide a solid foundation for further research that could expand the scope by adding other factors influencing customer satisfaction and loyalty, such as product effectiveness, visible results, and demographic factors that may affect consumer perceptions of the product. The implementation of these research findings can have significant economic and commercial impacts while also improving the quality of life in society by offering products that are more aligned with their needs.

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