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EFFECT OF CUSTOMER SERVICE, PRICE AND PRODUCT COMPLETENESS TO CUSTOMER LOYALTY COSMETICS AT KITA COSMETICS STORE PONTIANAK

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Abstract: Local and foreign cosmetic companies are currently targeting Indonesia as their market share. For women today, cosmetics are a vital and main part of their daily lives, in order to obtain and maintain their beauty from time to time. Every cosmetic created and manufactured certainly has its own distinct advantages to be able to fulfill the desires and needs of its consumers. In Indonesia, various brands are now available from foreign and local cosmetic manufacturers. The purpose of this study is to determine the effect of customer service on the loyalty of cosmetic customers at the Kita Pontianak Store, to determine the effect of price on the loyalty of cosmetic customers at the Kita Pontianak Store and to determine the effect of product completeness on the loyalty of cosmetic customers at the shop Kita Pontianak. This research method is associative. Data collection techniques: questionnaires and documentary studies. The sample taken was based on the research criteria, namely the respondent had at least 2 purchases of cosmetics at the Kita Store Pontianak on Jalan Jenderal Sudirman with purposive sampling. The results showed from the data analysis carried out with multiple regression that there was an effect of customer service, price and product completeness partially on cosmetic customer loyalty at Toko Kita Pontianak.

Keywords : Customer Service , Price , Product Completeness , Customer Loyalty

Introduction

Facing today's highly competitive competition, companies are forced to be required to create a unique and superior image accompanied by the cultivation of a good and positive image of the goods/services issued in order to be competitive. Seeing the economic conditions and lifestyles of Indonesian people who are getting smarter and smarter and need new things for themselves, marketers must be smart and careful to attract consumer desires and interests by maintaining the existing market and developing their products so that they can dominate the market. Local and foreign cosmetic companies are currently targeting Indonesia as their market share. For women today, cosmetics are a vital and main part of their daily lives, in order to obtain and maintain their beauty from time to time. Every cosmetic created and manufactured certainly has its own distinct advantages to be able to fulfill the desires and needs of its consumers. In Indonesia, various brands are now available from foreign and local cosmetic manufacturers. The growth of the original Indonesian cosmetic business industry whose development needs to be calculated and this is certainly driven by domestic market demand and exports which are increasing every year. This coincides with the lifestyle of the world community who uses body care and beauty products as basic and primary needs. The presence of various forms of cosmetics with various colors and unique packaging as well as their own advantages in function for consumers, requires the cosmetic industry to be increasingly triggered to develop new technologies that are not only intended for cosmetics themselves but also practicality / ease of use. The market *value* of the cosmetic business is very tempting, the increase in the cosmetic business is certainly driven by the increase in the use of cosmetic products in the country in line with the increase in people's purchasing power.

According to Adminlina (2021), the Ministry of Industry reported that in 2017, the cosmetics industry in the country reached more than 760 companies. Of this total, 95.00% of the national cosmetic industry is the SME sector or small and medium industries. Only about 5.00% is a large-scale industry. Our vast and large country Indonesia is one of the largest cosmetic markets so that it has a promising prospect for cosmetic businessmen. This potential for the domestic market is due, among other things, to the increasing population of the millennial generation. Based on data, the number of markets in Indonesia is 267 million people, with the demographics of a female population of 130 million people and around 68.00% are productive women. (Business.Com, February, 2020) (Malini, 2021)

According to Haasiani (2021) The Covid-19 pandemic has made it difficult for many businesses to do business. Even so, not all of the existing sectors will be negatively/negatively affected. There are several business sectors that show positive growth in 2021. The cosmetics category is one of them. In 2021, it is even estimated that the cosmetic market in Indonesia will continue to grow. This can not be separated from the increasing number of people who have felt comfortable and easy *online-based shopping* for their cosmetic needs. In Indonesia, the

beauty care industry is increasingly favored and loved by business people. These conditions and situations can and can be seen and detected from the high increase in sales data *in e-commerce* for the category of body care and beauty products. The beauty care category outperformed sales transactions in *e-commerce* by 46.8 percent. In addition, the total transaction value of the beauty care category in the market, especially *online -based*, has now managed to penetrate the Rp. 40 billion figures. Transactions in this cosmetic category alone in January 2021 had reached a value of Rp. 893 million in and it turned out that the highest sales of cosmetics were in the facial cosmetic category. (Compas.co.id. 25/03/2021) (M. L. Helma Malini, 2021).

In general, loyalty is defined as repeated purchases made continuously on the same brand or in other words is the act of someone buying a brand, paying attention only to certain brands and not looking for information related to the brand. Loyalty is a behavior of repeat buying that turns into a habit, which has a high involvement (linkage) in its choice of a particular object and is characterized by unwillingness and reluctance to seek external information and evaluate alternatives. (Engel et al, 1993 in Sugiharto, 2005:39).

The existence of good and quality service makes customers feel happy and appreciated, so that customers will come back again and will certainly continue their business relationship with the company. Then the customer will tell the goodness of the service obtained to other friends/colleagues. The role of a *customer service* can affect the growth of the company because good or bad customer service will affect customer loyalty to the company. Customer service (*customer service*) includes activities in providing the benefits of time and place, including during pre-transaction services, during transactions and even post-transactions. Activities before this transaction will also affect the activity or transaction activity and after the transaction and therefore, the preliminary activities must be carried out as well as possible so that consumers give a positive response and show high loyalty. (Lupiyoadi, 2001: 64) (R. M. Helma Malini, 2021)

If the customer is very compatible with the product he uses, both in terms of price and benefits, it will lead to a loyal nature of the product without having to be told the customer will look for the product himself. Consumer perceptions of products are often influenced by price, high prices are usually considered to reflect high quality, especially in the *specialty products category*. According to Kotler and Armstrong (2012: 345): Price is the amount of money charged for a product or service, or the amount of value that customers exchange for the benefits of owning or using a product. According to Kotler and Armstrong, (2012: 318), there are four price indicators, namely price affordability, price suitability with product quality, price competitiveness and price suitability with benefits. According to Tjiptono (2008: 153) prices can also be set to prevent competitors from entering, maintain customer loyalty, support resale and others.

In addition to price, other factors that are also considered by consumers when they come to shop are the completeness of the products offered, the completeness here concerns the many types of products offered, the variety of sizes, the variety of brands and the availability of products every day. Seeing that many other cosmetic competitors have good product completeness, this will be a special concern for cosmetic shops to pay more attention to the availability of a brand in front of the general public's perception. Consumers can evaluate the same product differently depending on how evenly distributed the product is. Completeness of merchandise is an important factor to attract consumers. Even though the selling price is higher than other store markets, but because of the complete range of items being sold, the shop will attract a lot of visitors. If the customer enters the stage of making repeated purchases or the consumer becomes loyal. The completeness of the product plays a role in gaining the trust offered to help customers become loyal. So cosmetic shops must pay more attention to and improve the completeness of the types of products they will offer according to customer needs, starting from the brand, the diversity of these products so that customers remain loyal/loyal to shopping at this cosmetic store. According to Kotler (2002:347), product completeness is the availability of all types of products offered to be owned, used or consumed by consumers produced by a producer. According to Raharjani (2005:8), indicators of product completeness, namely: the variety of products sold, the variety of products sold, the availability of products sold and the kinds of brands available (Malini et al., 2021)

Toko Kita is a line of business selling beauty products and salon needs from various brands. Toko Kita is the most complete cosmetic distributor in Pontianak, selling various local and foreign cosmetic brands. Our shop is located at our shop, Pontianak, which is located at Jalan Jenderal *Sudirman* No.III, Darat Sekip Village, Pontianak City. Kita Pontianak shop is trying to maintain the loyalty of its customers by providing the services that every cosmetic customer wants.

To find out the cosmetic sales data in rupiah at Toko Kita Pontianak in 2018-2020, it can be seen in Table 1 below:

Table 1. Our Store's Cosmetic Sales Data Year 2018-2020 (In rupiah)

Year	Total Sale	Percentage (%) Increase/Decrease
2018	6.955.056.742.00	-
2019	5,421,382,826.00	(22.05)
2020	6,347,692,405.00	17.09

Source: Toko Kita Pontianak, 2021

Based on Table 1, sales of cosmetic products at Toko Kita in 2019 decreased by 22.05 % compared to sales of cosmetic products in 2018, in 2020 it increased by 17.09% compared to sales of cosmetic products in 2019.

The cosmetic products sold at Toko Kita Pontianak are complete and varied and also provide various kinds of complementary cosmetic products from the main products sold such as Something, Luxcrime, Wardah, Rivera, Emina, You, Maybelline, Latulipe, N'pure, LT Pro, L'oreal, Pinkflash, Azarine, Pixy, Scarlett, Mizzu Cosmetic, Clarestacs, Garnier, Azzura, Inez, Revlon, Oriflame, La Tulipe, Fanbo, Lacoco, Bio Beauty, Sociolla, Make Over, Melanox, Matrix, Biokos, Sari Ayu dan etc.

Kita Pontianak shop is trying to maintain the loyalty of its customers by providing the services that every cosmetic customer wants. So that customers feel loyal to the services that have been provided by the store with customer service, pricing and completeness of products in meeting the needs of their clients. The phenomenon of the gap that occurs at this time is that consumers are more likely to choose cosmetic places that they consider comfortable in terms of customer service, fast service and always fulfill their desires with product quality, price and product completeness. The ability of service by reliable and well-known employees in handling any information problems complained of by customers so that customers feel cared for by the company and may be able to create customer loyalty so that in the future they intend to consume regularly and are willing to refer to others.

So, customer service for a cosmetic shop is an important factor in order to retain customers. The better the customer service of a cosmetic store, the more it meets the needs and desires of customers. In addition to customer service, product completeness and prices affordable by customers are considerations that affect the level of customer loyalty to make continuous purchases at a cosmetic store.

The studies from previous research are: Pribadi et al (2013), the results of the study show that there is a strong influence of customer service on customer loyalty. Rahayu (2017) research results show that the price variable has a positive and significant effect on customer loyalty and Aristina (2021), the results of his research show that product completeness has a positive and significant effect on customer loyalty.

Based on the problems above, the authors are interested in reviewing and conducting research with the title **"The Effect of Customer Service, Price and Product Completeness on Cosmetic Customer Loyalty at Toko Kita Pontianak.**

Literature Review

According to the Food and Drug Supervisory Agency (BPOM) in the Regulation of the Head of the Food and Drug Supervisory Republic of Indonesia Number HK.33.1.23.08.11.07331 of 2011 concerning Cosmetic Analysis Methods that cosmetics are ingredients (preparations)

whose purpose is to be used outside the human body such as nails, hair, epidermis, lips and external genital organs or teeth, mouth, especially can clean, perfume and change appearance and protect and improve body odor or keep the body in good condition.

According to Rusydi (2017:2) "*Customer service* is an effort to provide *service* to customers in accordance with the agreed work agreement". Meanwhile, according to Majid (2009: 34) explains; "*Customer service* is the science and art of *marketing* or sales, meaning that *customer service* really needs elements of ideas, initiative, creativity and intelligence or skills in dealing directly with other people. So, customer service is a science as well as an art in serving other people or customers."

Customer service (*customer service*) is a principle that can describe the condition of customers by comparing the service they expect with what they receive in filtering quality. Good service quality is one of the important points in business and efforts to create customer loyalty. Service can be said to be of good quality and good if the services provided by a company can satisfy its consumers or customers. Therefore, the quality of service can be said to have capacity and quality if it makes customers feel satisfied with the services that have been provided by the company so that it can directly make consumers loyal and will remain loyal to the company. In addition, good service will be able to play a role in changing the *image* by distributing more complete information. Communication efforts in this case change the previous *image*. Strictly speaking, through communication the *image* is improved to become more elastic (Siahaan, 1991: 8).

Based on the understanding of customer service (*customer service*) the author can conclude that *customer service* is an employee who is deliberately formed by the organization/company in serving customers well in order to provide satisfaction and ultimately create loyalty to the company's business products.

customer service attributes can be abbreviated in the acronym COMPORT, namely Caring (care), *Observant* (likes to observe or pay attention), *Mindful* (careful or careful) *Friendly* (friendly), *Obliging* (willing to help), *Responsible* (responsibility), and *Tactful* (kind / wise)". These attributes are highly dependent on the skills and skills of interpersonal relationships, knowledge, communication, empowerment, understanding, sensitivity and various kinds of external behavior.

According to Tjiptono (2012: 27) price is a monetary unit or other measure (including other goods and services) that are exchanged in order to obtain ownership rights or use of an item or service. Price is something that must be given to consumers to get the advantages offered by the company. Price is the single most decisive element for companies to earn revenue. In addition, price is the most flexible element in the marketing mix element. Price is also the most important and complicated factor faced by company managers so that pricing is the most important problem that must be faced by executives (Budianto, 2015: 257). So it can be

interpreted that the price is a sum of money as a medium of exchange to obtain products or services.

According to Stanton (2010: 25) there are four indicators in the price, namely:

From the various descriptions and explanations above, it can be concluded that there are four price indicators, namely price affordability, price conformity with product quality, price competitiveness and price suitability with benefits. According to Tjiptono (2008:153) prices can also be set to prevent competitors from entering, maintain customer loyalty, support resale and others.

According to Ma'ruf (2005:135) product completeness is the activity of procuring goods that are in accordance with the business the store is running (food-based products, clothing, household goods, general products, etc. or a combination) to be provided in the store on the right amount, time, and price to achieve the store's or company's goals.

According to Raharjani (2005: 6) that consumers in choosing which supermarket to visit by considering whether or not the products sold at the supermarket are complete, if there is a more complete supermarket even though the distance is a bit far, consumers will visit a supermarket that has more complete products. . In addition, according to Swastha and Irawan (2002:122), the factors that affect loyalty is one of them is the diversity of goods offered to customers in the store. With a good completeness/diversity of products, it will be easier for consumers to choose and buy various kinds of products according to their wishes and do not need to look elsewhere. According to Gremler & Brown in Hasan (2008:83), customer loyalty or loyalty is a customer who not only repurchases a product consisting of goods and services, but also has a positive commitment and attitude to service companies, for example by recommending others. or acquaintances to buy the product.

From the various viewpoints presented above, it can be inferred that customer loyalty refers to a person's loyalty to continue doing business with a specific company, where the customer has a good or positive attitude toward a brand, is dedicated to the brand, and intends to continue his purchases in the future and the stage of using the facility and services offered.

Methods

The associative research method according to Sugiyono (2013: 11) is: "Research that aims to find out the influence and relationship between 2 or more variables". In this study, the associative method was used to determine the effect of customer service, price and product completeness on customer loyalty. The form of this research uses a survey, namely to determine the effect of variables X to variable Y.

The population in this study are all customers at Toko Kita Pontianak Jalan Jenderal Sudirman, the number of which is not counted/unknown with certainty who has ever bought

cosmetics at Toko Kita Pontianak. The research sample taken in this study was only 100 respondents. The sampling technique used is *purposive sampling*, namely the sample is selected by criteria. According to Sugiyono (2013: 228-229), namely: *purposive sampling* is a way of taking samples from data sources with certain considerations.

The data sources used in this research are:

a. Primary data

Sources of data used in this study are customer respondents' responses obtained through questionnaires about the effect of customer service, price and product completeness on cosmetic customer loyalty at Toko Kita Pontianak, Jalan Sudirman Pontianak.

a. Secondary Data

Secondary data is documentation data obtained directly from organizations/institutions related to this research. In this research, secondary data is obtained by collecting document/record data that are related and relevant to the problem to be studied. The secondary data in this study comes from data on the sales of cosmetics at Toko Kita Pontianak 2018-2020.

a. *Validity Testing*

The validity test intends to measure the validity of a statement item. The technique used to test the validity of the instrument in this study is to correlate the score of each question/statement in the questionnaire with the total score using the *product correlation formula*. According to Ghozali (2015: 52): " This validity test is used to measure the accuracy and validity of the existing data from each of the questionnaire questions used (used). A questionnaire that has a level of validity if the questions from the questionnaire have the ability to reveal and reveal something that will be measured by the questionnaire. The questionnaire can be said to be valid if $r_{\text{count}} > r_{\text{table}}$. The *product moment correlation value* will then be compared with a correlation value of 0.30 with a significance level (α) = 0.05 and the amount of data (n) = 100. The decision criterion is if $r_{\text{count}} > 0.30$, then the statement is declared valid and if $r_{\text{count}} < 0.30$ then the statement is declared invalid.

b. *Reliability Testing*

According to Sekaran (2006) in Sarjono and Julianita (2011:35): "Reliability is a measurement method that shows and shows the extent to which the measurement is carried out without bias. Therefore, it is necessary to ensure and guarantee consistent measurements across time and across various items in the instrument. In testing for reliability in this study using *Cronbach's Alpha* with the help of the SPSS program. The reliability test can be carried out simultaneously on all existing questions and if the *Cronbach alpha value* > 0.60 then the other values are reliable and if the *Cronbach alpha value* < 0.60 is considered unreliable.

c. Classical Assumption Testing

1) Test Linearitas

According to Sarjono and Julianita, (2011: 74): "This test has the purpose of knowing whether the existing data is in accordance with a linear line or not (whether the relationship between the variables to be analyzed follows a straight line or not). Of course, the rise and fall of the quantity in one variable will be followed directly by the rise and fall of the quantity in the other variable. (Linear = straight line)".

According to Sarjono and Julianita, (2011: 80) the basics in making decisions on the linearity test are:

- a) If the significance of Deviation from Linearity > 0.05 then the relationship between variables is linear.
- b) If the significance of Deviation from Linearity < 0.05 then the relationship between variables is not linear.

2) Test Normalitas

According to Sarjono and Julianita (2011:53): "This test is to determine whether a data distribution is normal or not. Basically, the normality test is to compare the data that is owned and the data is normally distributed which has a *mean* value as well as the standard deviation value is the same as the data". The normality test used is the Kolmogorov-Smirnov test.

According to Sarjono and Julianita (2011: 64), the test criteria are as follows :

- a) The significance value of the Kolmogorov Smimov Sig test > 0.05 indicates that the data is normally distributed
- b) The significance value of the Kolmogorov Smimov Sig test < 0.05 indicates that the data is not normally distributed.

3) Test Heterokedatisitas

This test is to test whether in the regression model there is an inequality of variance from one observation to another (Ghozali, 2008:99). Seeing whether there is a certain pattern on the *Scatterplot graph* between SRESID and ZPRED where the Y axis is Y which has been previously estimated and the x axis is the residual (Y predicted - Y real) that has been *studied* (Ghozali, 2008:99).

4) Multikolinieritas

According to Sarjono and Julianita, (2011: 70): "This test is to detect whether the correlation between the independent variables has multicollinearity symptom problems or not. Multicorrelation describes the measure value of a very high or very low correlation

relationship that exists in the relationship between the existing independent variables. Multicollinearity test needs to be done if the number of independent variables is more than one.

According to Sarjono and Julianita, (2011: 74), the basis for making these decisions are:

- a) If the value of VIF < 10 , it means that there is no multicollinearity between the independent variables.
- b) If the VIF value > 10 , it means that there is multicollinearity between the independent variables.

c. *Test of sesuaian Model*

The suitability test of this model is used and used to measure the capacity of the explanatory variables to explain the variation and diversity of the endogenous variables in each of these equations.

a) Multiple Correlation Coefficient Test (R)

According to Sarjono and Julianita (2011:85): "This analysis looks at whether or not there is a correlation between one variable and another variable". The method used to calculate the correlation coefficient is using the *product moment*.

To determine the level of relationship in the correlation can be seen in Table 2, as follows:

Table 2. Guidelines and Interpretation of the Value of r

Coefficient interval	Relationship Level
0.80-1,000	Very strong
0.60-0.799	Strong
0.40-0.599	Strong enough
0.20-0.399	Low
0.00-0.199	Very low

Source: Riduwan (2005) in Sarjono and Julianita (2011: 90)

b) *Coefficient of Determination Test (R²)*

According to Siregar (2015: 252), the coefficient of determination is a number of values that state to find out the contribution or contribution given by an independent variable (X) to the dependent variable (Y).

c) *F. test*

According to Ghozali (2015: 98), the F statistical test basically guarantees whether all independent variables included in the model have a joint influence on the dependent variable.

The degree of confidence used is 0.05. If the F value is greater than the F value in the F table, then H_0 , which states that all independent variables simultaneously have a significant effect on the dependent variable or it can be said that if $F_{\text{count}} > F_{\text{table}}$, then H_0 is rejected & H_a is accepted. On the other hand, if the calculated F value $< F_{\text{table}}$, then H_0 is accepted and H_a is rejected.

d) Partial Effect Test (t Test)

According to Siregar (2015: 410), the t test is used to measure separately the impact of each independent variable (free) on the dependent (bound) variable. The partial effect test in this study is used to determine whether there is a partial effect between the independent variables consisting of customer service (X_1), price (X_2) and product completeness (X_3), on customer loyalty. cosmetics at Toko Kita Pontianak (Y).

calculated t value is compared with the t value obtained from the *t distribution table* with $\alpha = 0.05$ (two-party test) with $dk = n-2$ which can draw the acceptance and rejection areas with the two-party test.

The criteria are as follows:

- If t is calculated $\geq$ from the t table, then H_0 is rejected and H_1 is accepted.
- If t is calculated $<$ from the t table, then H_0 is accepted and H_1 is rejected.

Result and Discussion

Tabel 3. Uji Validitas

variable	Items	r_{count}	r_{table}	Information
Customer service (X_1)	Item 1	0.548	0.30	Valid
	Item 2	0.650		Valid
	Item 3	0.635		Valid
	Item 4	0.668		Valid
	Item 5	0.733		Valid
	Item 6	0.535		Valid
	Item 7	0.707		Valid
Price (X_2)	Item 1	0.550	0.30	Valid
	Item 2	0.787		Valid
	Item 3	0.557		Valid
	Item 4	0.794		Valid
	Item 5	0.879		Valid

	Item 6	0.750		Valid
	Item 7	0.711		Valid
Product Accessories (X ₃)	Item 1	0.606	0.30	Valid
	Item 2	0.702		Valid
	Item 3	0.699		Valid
	Item 4	0.553		Valid
	Item 5	0.633		Valid
	Item 6	0.698		Valid
	Item 7	0.469		Valid
Consumer Loyalty (Y)	Item 1	0.413	0.30	Valid
	Item 2	0.460		Valid
	Item 3	0.615		Valid
	Item 4	0.773		Valid
	Item 5	0.710		Valid
	Item 6	0.700		Valid
	Item 7	0.734		Valid

Source: Primary Data Processed, 2022

Table 3 above can be seen that the validity test shows that the calculated *r* value for each item of the customer service variable, price, product completeness and customer loyalty is declared valid because it is greater than 0.30 and can be used as a measuring tool for each variable .

Uji Reliabilitas

Reliability *is* a measurement method that shows and shows the extent to which the measurement is carried out without bias. Therefore, it is necessary to ensure and guarantee consistent measurements across time and across various items in the instrument. In testing for reliability in this study using *Cronbach's Alpha* with the help of the SPSS program. The reliability test can be carried out simultaneously on all existing questions and if the *Cronbach alpha value* > 0.60 then the other values are reliable and if the *Cronbach alpha value* < 0.60 is considered unreliable.

To test the reliability on questions in the variables of customer service, price, product completeness and customer loyalty can be seen in Table 4 below:

Table 4. **Reliability Test Results**

Variable	Alpha Cronbach	Standard Reliability	Information
Customer service	0.761	0.60	Reliable
Price	0.850	0.60	Reliable
Product Accessories	0.727	0.60	Reliable
Customer loyalty	0.747	0.60	Reliable

Source: Primary Data Processed, 2022

Table 3 above explains that the *Cronbach Alpha. value* (α) all variables are greater than 0.60 so it can be concluded that the indicators or questionnaires used such as customer service variables, prices, product completeness and customer loyalty are all declared to be reliable as variables measuring instruments.

Tabel 5. Hasil Uji Linearitas

Variable	linearity	Alpha	Information
X ₁ - Y	0.000	< 0.05	linear
X ₂ - Y	0.000	< 0.05	linear
X ₃ - Y	0.000	< 0.05	linear

Source: Processed data, 2022 (Appendix)

It can be seen that the significance value for linearity is 0.000. So the significance value is less than 0.05 ($0.000 < 0.05$), it can be concluded that there is a linear relationship between customer service and customer loyalty, price and customer loyalty, as well as product completeness and customer loyalty.

2) Normality

Normality test intends to test whether in the regression model, the confounding variable (residual) has a normal distribution. The normality test used in this study is the Kolmogorov-Smirnov significance test.

Test criteria: if the significance number of the Kolmogorov-Smirnov Sig test > 0.05 shows the data is normally distributed, while if the significance number is the Kolmogorov-Smirnov Sig test < 0.05 , it shows that the data numbers are not normally distributed. The results of the normality test obtained in this study can be seen in Table 6 below:

Table 6. Normality test

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistics	df	Sig.	Statistics	df	Sig.
Customer service	,243	7	,200 *	,917	7	,446
Price	,221	7	,200 *	,878	7	,217
Product Accessories	,193	7	,200 *	,905	7	,359
Customer loyalty	,237	7	,200 *	,931	7	,562

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

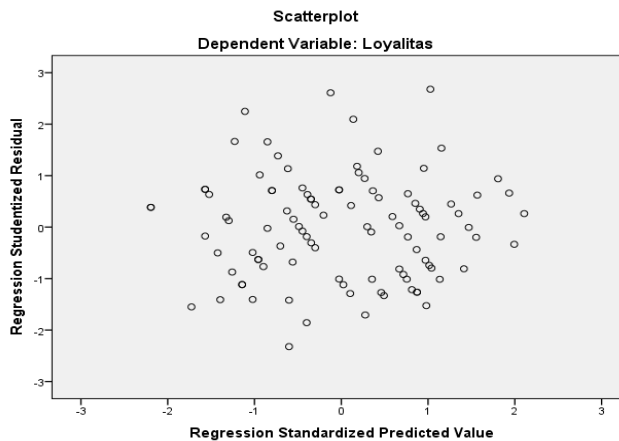
Source: Processed Data, Year 2022 (Appendix)

It is known that the significance number of the Kolmogorov-Smirnov Sig test for the four variables, both customer service, price and product completeness and customer loyalty at the Pontianak Cosmetics Shop is normally distributed.

4) *Test Heterokedastisitas*

Heteroscedasticity test is used to test whether in the regression model there is an inequality of variance from the residuals from one observation to another. A good regression model is the absence of heteroscedasticity. Heteroscedasticity testing method can be done with a scatter plot (prediction value of ZPRED with residual SRESID). The results of the heteroscedasticity test in the regression model in this study can be seen in Figure 1 below:

Figure 1. **Scater Plot Regression Model**



Source: SPSS processed data, 2022 (Appendix)

From the figure it is known that the points spread with an unclear pattern, above or below zero on the Y axis, so it can be concluded that there is no heteroscedasticity problem in the regression model.

4) *Multicollinearity*

According to Sarjono and Julianita, (2011: 70): "This test is to detect whether the correlation between the independent variables has multicollinearity symptom problems or not. Multicorrelation describes the measure value of a very high or very low correlation relationship that exists in the relationship between the existing independent variables. Multicollinearity test needs to be done if the number of independent variables is more than one.

The results of the multicollinearity test of the variables of customer service, price and product completeness on customer loyalty Cosmetics at Toko Kita Pontianak can be seen from Table 7 below:

Table 7. **Multicollinearity Test Results**

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Customer service	0.439	2,280
	Price	0.598	1,673
	Product Accessories	0.442	2,265

a. Dependent Variable: Loyalty

Source: 2022 processed data (attachment)

Based on the results of multicollinearity testing on customer service on loyalty, *VIF* is 2.280, because the *VIF value* is $2.280 < 10$, then there is no multicollinearity in the regression model. Multicollinearity test results on price on loyalty obtained *VIF* 1.673 because the value of *VIF* $1.673 < 10$, then there is no multicollinearity in the regression model. While the results of multicollinearity testing on product completeness on loyalty obtained a *VIF* of 2.265 because the value of *VIF* is $2.265 < 10$, so there is no multicollinearity in the regression model.

5) Regression results, regression equations and explanations

The results of the regression analysis are in the form of coefficients for each independent variable. This coefficient is obtained by predicting the value of the dependent variable with an equation of the customer service variable, price, product completeness on cosmetic customer loyalty at Toko Kita Pontianak, which is taken from the results of data processing can be seen in Table 8 the following:

Table 8. **Linear Regression Estimation Results**

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
	(Constant)	0.184	0.186		0.988
1	Customer service	0.259	0.059	0.278	4,402
	Price	0.234	0.053	0.238	4,400

Product	0.597	0.073	0.518	8,224	0.000
Accessories					

a. Dependent Variable: Loyalty

Source: Processed Data with SPSS 20 Year 2022 (attachment)

$$Y = 0.278X_1 + 0.238 X_2 + 0.518 X_3$$

Based on the regression equation above, it can be explained that:

- Regression coefficient of customer service variable (X_1) = 0.278, it means an increase in customer service (X_1) will result in an increase in customer loyalty of cosmetics at Toko Kita Pontianak.
- The coefficient of regression of the price variable (X_2) = 0.238, it means an increase in price (X_2) will result in an increase in customer loyalty of cosmetics at Toko Kita Pontianak.
- Regression coefficient of product completeness variable (X_3) = 0.518, meaning that the increase in product completeness (X_3) will result in an increase in customer loyalty for cosmetics at Toko Kita Pontianak.

1) Analysis of the Coefficient of Determination (R^2)

The coefficient of determination is a number of values that indicate to know the contribution or contribution given by an independent variable (X) to the dependent variable (Y). The purpose of this research is to find out how much the contribution of customer service, price, product completeness to variations in the ups and downs of cosmetic customer loyalty at Toko Kita Pontianak. The contribution of influence is expressed as a percentage (%). The value of the coefficient of determination (R^2) obtained in this study can be seen in Table 9 below:

Table 9. Coefficient of Determination Value (R^2) Estimation Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,912 ^a	,832	,827	,16857	2,068

a. Predictors: (Constant), Product Completeness, Price, Consumer Service

b. Dependent Variable: Loyalty

Source: Processed Data, Year 20 22 (Appendix)

From Table 8 it can be seen that the value of the coefficient of determination (R^2) obtained is 0,827. This means that the effect of customer service, price, product completeness on the variations in the ups and downs of cosmetic customer loyalty at Toko Kita Pontianak is

82.70%. The value of 0.827 is the value of *Adjusted R Square* because the independent/dependent variables in the data are more than 2 variables.

While the analysis of the correlation coefficient (R) in this study was used to determine the strength of the relationship between the influence of customer service, price, product completeness on variations up and down cosmetic customer loyalty at Toko Kita Pontianak. The value of the correlation coefficient (R) obtained is 0,912 if this value is compared with the standard r value, it can be concluded that the relationship between customer service, price, product completeness and customer loyalty is very strong because it is in the range of 0.800-1,000. This means that if customer service, prices, product completeness increase, the loyalty of cosmetic customers at Toko Kita Pontianak will increase as well.

2) F test

The F test is used to determine whether the independent variables simultaneously have a significant effect on the dependent variable. The calculated F value obtained in this study can be seen in Table 10 below:

Table 10. Calculate F value Estimation Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,511	3	4,504	158,485	,000 ^b
	Residual	2,728	96	0.028		
	Total	16,239	99			

a. Dependent Variable: Loyalty

b. Predictors: (Constant), Product Completeness, Price, Consumer Service

Source: Processed Data, Year 20 22 (*Appendix*)

It is known that F table with numerator dk = m = 3; dk denominator = nm-1 = 100-3-1 = 96 and $\alpha = 0.05$ and the value obtained from table F is 2.70.

Conclusion: F count > F table (158,485 > 2,70), so H_0 is rejected. Another way to determine the accuracy of the above model is by comparing the probabilities. If the probability > 0.05 then the model is accepted and if the probability is < 0.05 then the model is rejected. It can be seen that the value (sig) is 0.000 < 0.05, meaning that customer

service, price, product completeness simultaneously has a significant influence on cosmetic customer loyalty at Toko Kita Pontianak.

3) *t test*

The t-test basically shows how far the influence of one independent variable individually in explaining the variation of the dependent variable. The partial effect test (t test) in this study was used to determine whether or not there was a significant effect of customer service (X_1), price (X_2), product completeness (X_3) partially (individually) on cosmetic customer loyalty at Toko Kita. Pontianak (Y).

The test method is to compare the value of t count with t table with the decision criteria if t count $\geq$ t table, then H_0 is rejected and H_1 is accepted. On the other hand, if t count $<$ t table, then H_0 is accepted and H_a is rejected.

The calculated t value in this study can be seen in Table 11 below:

Table 11. **t value of Regression Estimation Results**

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.184	0.186		0.988	,326
1 Customer service	0.259	0.059	0.278	4,402	0.000
Price	0.234	0.053	0.238	4,400	0.000
Product Accessories	0.597	0.073	0.518	8,224	0.000

a. Dependent Variable: Loyalty

Source: Processed Data, Year 2022 (*Appendix*)

Partial effect test can be described as follows:

- Customer service impact (X_1) Partially (individually) on cosmetic customer loyalty at Toko Kita Pontianak can be seen in the t value = 4.402 (in Table 10) and the t table value with degrees of freedom (dk) = $n-2 = 100-2 = 98$ and $\alpha = 0,05$ is equal to $\pm$

1.98447 rounded 1.98 (in the t distribution table). In conclusion: $t_{\text{arithmetic}} > t_{\text{table}}$ ($4,402 > 1,98$), so H_0 is rejected and H_1 is accepted. This means that customer service partially has a significant effect on cosmetic customer loyalty at Toko Kita Pontianak. This can also be seen from the level of significance of the customer service variable (X_1) of 0.000 which is smaller than 0.05 ($0.000 < 0.05$).

- b) Price effect (X_2) Partially (individually) on cosmetic customer loyalty at Toko Kita Pontianak, it can be seen in the t value = 4,400 (in Table 10) and the t table value with degrees of freedom (dk) = $n-2 = 100-2 = 98$ and $\alpha = 0,05$ is equal to ± 1.98447 rounded 1.98 (in the t distribution table). In conclusion: $t_{\text{arithmetic}} > t_{\text{table}}$ ($4,400 > 1,98$), so H_0 is rejected and H_2 is accepted. This means that the price partially has a significant effect on the loyalty of cosmetic customers at Toko Kita Pontianak. This can also be seen from the level of significance of the price variable (X_2) of 0.000 which is smaller than 0.05 ($0.000 < 0.05$).
- c) Effect of product completeness (X_3) Partially (individually) on the loyalty of cosmetic customers at Toko Kita Pontianak can be seen in the t value = 8,224 (in Table 10) and the t table value with degrees of freedom (dk) = $n-2 = 100-2 = 98$ and $\alpha = 0,05$ is equal to ± 1.98447 rounded 1.98 (in the t distribution table). In conclusion: $t_{\text{count}} > t_{\text{table}}$ ($8,224 > 1,98$), so H_0 is rejected and H_3 is accepted. This means that the completeness of the product partially has a significant effect on the loyalty of cosmetic customers at Toko Kita Pontianak. This can also be seen from the significance level of the product completeness variable (X_3) of 0.000 which is smaller than 0.05 ($0.000 < 0.05$).

Conclusion

Customer service has an impact (X_1) The level of significance of the customer service variable (X_1) to customer loyalty at Toko Kita Pontianak is less than 0.05, hence H_0 is rejected and H_1 is acceptable. This suggests that as Toko Kita Pontianak's customer service increases, client loyalty will increase as well. Because H_0 is rejected and H_2 is permitted, the amount of relevance of the pricing variable (X_2) to customer loyalty is less than 0.05. This suggests that as the price variable rises, Toko Kita Pontianak's customer loyalty will rise along with it.

Because the level of significance of the product completeness variable (X_3) on customer loyalty is less than 0.05, H_0 is rejected and H_3 is allowed because there is an influence of product completeness (X_3) partially (individually) on cosmetic customer loyalty at Toko Kita Pontianak (0.000 0.05). This suggests that when Toko Kita Pontianak's sales of product accessories expand, so will consumer loyalty among those who buy cosmetics. Customer service, pricing, and product completeness all have a significant impact on how committed customers are to Toko Kita Pontianak's cosmetics line. It is clear that the value (sig) is 0.000 0.05. To ensure that Toko Kita cosmetics staff members deliver accurate information and do not merely do so to achieve sales targets, it is desirable to

increase their sense of accountability for the recommendations and informed cosmetic items they supply.

In order to satisfy customers' wants and needs for a variety of product information by mastering the usability, it is hoped that the treatment of cosmetic employees at Toko Kita will become even more ideal in terms of service provision. This includes attempting to explain, inform, and respond to customers with different types of personalities or behaviors. Additionally, the advantages of the product must be made clear and easy for customers to understand. There is a need to improve some characteristics that are already seen as favorable, such as product costs that vary depending on product size, reflect product quality, are competitive with other cosmetic stores, reflect product benefits, and give utility and convenience. a decent function in line with customer expectations and, most importantly, in pricing, in order to be seen as being more capable of gratifying customers and winning their loyalty by providing thorough justifications for price increases at this time.

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