

MARKETING | RESEARCH ARTICLE

The Effect of Product Innovation, Price, and Product Quality on Consumer Satisfaction with OMG Products

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ABSTRACT

The cosmetics industry in Indonesia is experiencing rapid growth as public awareness of beauty and personal care increases. One of the emerging brands in this market is Oh My Glam (OMG), which offers high-quality products at affordable prices while continuously innovating to follow global beauty trends. In a highly competitive market, product innovation, pricing strategies, and product quality are key to determining consumer satisfaction. This study investigates the impact of product innovation, pricing, and product quality on consumer satisfaction with OMG products. A quantitative approach was utilized through a survey method, with data collected via an online questionnaire using a Likert scale. The results show that product innovation, pricing, and quality positively affect consumer satisfaction. Product innovation enhances appeal and perceived value, competitive pricing boosts satisfaction, and product quality is essential in strengthening customer loyalty. The limitation of this study lies in the sample scope, which only includes OMG consumers in Bandar Lampung. Therefore, the findings cannot be widely generalized to other cosmetic brands.

Keywords: Product Innovation, Price, Product Quality, Consumer Satisfaction, OMG Cosmetics.

JEL Code: M31, L66, D12.

I. Introduction

Beauty is now a top priority in supporting women's everyday appearance, one of which is through cosmetics. Cosmetics have become necessary for many people, especially women, who significantly increase their self-confidence (Damayanti et al., 2023). Therefore, it is unsurprising that the demand for cosmetics is increasing. In Indonesia, one of the brands that stands out in this market is Oh My Glam, commonly known as OMG, a local cosmetic brand with high-quality products, affordable prices, and innovations that always follow global beauty trends. OMG is one of the beauty product brands from Indonesia, founded in 2021 by PT. Varcos Citra Internasional (OMG Beauty, 2024). According to the beauty journal (2024), OMG has gained consumer attention through decorative cosmetic products that include lip cream, eyeshadow, blush on, and compact powder. Each product is designed to meet the needs of consumers, from teenagers to adults, with a choice of colors and formulations tailored to Indonesian skin (marketers, 2024). Cosmetics that are currently on the



market greatly influence consumers to buy cosmetics that are suitable and do not harm their skin. This condition requires the industry to continue innovating and creating superior-quality products.(Damayanti et al., 2023).

Innovation can be understood as a breakthrough that produces new products and serves as a way for companies to adapt to changes in a dynamic environment (Maino et al., 2022). In this context, companies must continue to generate new ideas and creative approaches that enable them to offer innovative products and ensure satisfactory customer service (Ghezzi et al., 2020). Furthermore, according to Christensen (2019), innovation includes the development of new products and the creation of business models that can face the challenges of an ever-changing market. Thus, innovation is an important key in maintaining the sustainability and competitiveness of companies in a competitive market.

OMG initially released several basic products in the decorative cosmetics category, such as lip cream, blush on, and eyeshadow (OMG Beauty, 2024). These products focus on basic beauty needs and attract consumers with color choices that suit Indonesian skin. As time goes by and beauty trends develop, OMG has expanded its product portfolio. They have added various new products, including cushion foundation, compact powder, mascara, eyeliner, and a range of eyebrow products (OMG beauty, 2024). This innovation includes improved formulas, wider color variations, and more modern and practical packaging designs, so that OMG currently has more than 10 types of diverse products to meet the needs and preferences of consumers in the Indonesian beauty market. Apart from product innovation, pricing is also an important factor that companies must pay attention to when selling products. (Marlius & Jovanka, 2023). According to Kotler and Keller (2019), companies must conduct market research to understand consumer behavior and market conditions, so that the prices set can be competitive and attractive to consumers. Price also plays a role as one of the main factors determining a company's success, because the profits obtained from sales are highly dependent on the pricing policy implemented (Nanda Ariska & Sidanti, 2023). Furthermore, according to Cheng et al. (2021), the right price depends not only on production costs but also on the value consumers perceive. In this case, OMG products are known to be affordable, with a price range suitable for Indonesia's lower middle market, which strengthens their appeal in the local market. The average price of OMG products ranges from Rp. 20,000 to Rp. 100,000, depending on the type of product:

Table 1. OMG Product Price

Product name	Price
Lip Cream	Rp25,000 - Rp40,000
Cushion Foundation	Rp60,000 - Rp90,000
Eyeshadow Palette	Rp40,000 - Rp60,000
Compact Powder	Rp30,000 - Rp50,000
Eyeliner and Mascara	Rp20,000 - Rp40,000

With affordable prices, OMG has succeeded in attracting the attention of young consumers looking for good quality products without spending much money (OMG Beauty, 2024). Product quality is also an important factor influencing consumer purchasing decisions. Companies must pay serious attention to this aspect because good quality can create consumer trust and increase brand loyalty (Rukaiyah, 2020). Good product quality can create added value, increase consumer satisfaction, and ultimately drive the company's success in facing competition in the market (Masnun et al., 2024). Product quality is an important factor that influences consumer decisions when purchasing products or services. The higher the quality of a product, the greater the consumer's interest in making a purchase (Masnun et al., 2024). OMG products are designed for Indonesian skin, using safe ingredients and meeting national cosmetic standards. The formula is usually long-lasting, lightweight, and comfortable on the skin, making it suitable for everyday use (Beauty Journal, 2024). Natural and pigmented colors are also attractive, especially in products such as lip cream and eyeshadow. The packaging is practical and modern, giving a professional impression even though the price is affordable.

Consumer satisfaction is also an important indicator in assessing a company's success, which will ultimately affect sales volume. If consumers are satisfied, they will continue to choose the product and create

loyalty to the brand offered. (Bali, 2022). Consumer satisfaction is a label that consumers will use to produce a set of actions and visible actions related to products or services.(Setiawan et al., 2019). Zhang & Utami's (2023) research shows that product innovation significantly influences purchasing decisions at Elly Bakery. In addition, product quality also has a significant impact on purchasing decisions, and price has a profound influence on purchasing decisions at Elly Bakery. These results align with the findings of research conducted by Huang et al. (2020), which revealed that product innovation and quality have a more substantial influence than price in influencing consumer purchasing decisions. Furthermore, research by Budi et al. (2019) stated that product innovation, price, and product quality positively impact purchasing decisions for Honda Beat motorbikes in Jambi City. However, of the three variables, product innovation and product quality are proven to have a positive and significant influence, while price does not significantly contribute to purchasing decisions. These findings support research conducted by Alwi & Sumarwan (2020), which found that product quality and innovation factors are more dominant in influencing purchasing decisions than price, which tends to be a secondary factor in specific markets. Based on the statement that has been conveyed above, the author is interested in conducting research with the title "The Influence of Product Innovation, Price, and Product Quality on Consumer Satisfaction with OMG Products" to find out whether product innovation, price, and product quality influence consumer satisfaction with OMG products.

II. Literature Review and Hypothesis Development

2.1. Product innovation

Innovation is a social and economic achievement that involves introducing new methods or combinations of existing methods to transform inputs into outputs, resulting in significant changes in utility and price (Safira et al., 2024). Innovation also includes seeing things from a different perspective and creating new things (Grecia & Puspitowati, 2022). Innovation reflects a company's ability to apply creativity to overcome challenges and take advantage of opportunities to improve business performance. According to Muhammad, Rida, and Etty (2020), the product innovation indicators in this study are:

1. Product Development Activities: This indicator measures the company's efforts in conducting research and development on its products.
2. Number of Products Produced: The number of new products produced is a quantitative indicator that reflects a company's innovative productivity level.
3. The Role of Corporate Leadership in Creating New Products: Visionary and innovative leadership plays an important role in driving the creation of new products.

2.2. Price

Price has different meanings for consumers and sellers. For consumers, price is the value that must be paid for a good or service. Meanwhile, for sellers, price serves as income and is their primary income source. (Aulia et al., 2023). The characteristics of the product itself usually indicate sales of high-quality products. When the relationship between high cost and high quality is known, consumers assume that higher prices indicate better quality (Subekhi & Hadibrata, 2020). According to Kelvinia et al (2021), the price indicators in this study are:

1. Price Affordability: This indicator measures the extent to which the product price is affordable for the company's target market segment.
2. Price Competitiveness Level: This indicator refers to the ability of a product's price to compete with the prices of similar products from competitors.

3. Price Compliance with Benefits Provided This indicator measures whether the product price is commensurate with the benefits received by consumers.
4. Price Compliance with Product Quality Standards; This indicator measures the relationship between the price paid and the quality of the product consumers receive.

2.3. Product Quality

Product quality is a step a company takes to create a difference between the products or services offered and competitors to compete in the market (Nurfauzi et al., 2023). Product quality is used to evaluate the results or performance of a product that exceeds customer expectations (Andre, 2022). This reflects the superiority of the company's product compared to competitors, which encourages the company to focus on improving quality and comparing it with competitors' products (Rukaiyah, 2020). Product quality is the level of excellence that customers evaluate based on their functions and experiences. According to Rukaiyah (2020), the product quality indicators in this study are:

1. Features: Features refer to a product's additional characteristics and functions.
2. Perceived Quality: Perceived quality is a consumer's subjective assessment of product quality based on experience, information, or brand image.
3. Durability refers to how long a product can be used before it experiences damage or loss of function.
4. Reliability: Reliability refers to the ability of a product to deliver consistent and promised performance.

2.4. Consumer Satisfaction

Consumer satisfaction is a person's feelings that arise from comparing the product performance (or results) received with their expectations, either in the form of joy or disappointment. (Tirtayasa et al., 2021). According to Fadhli & Pratiwi (2021), consumer satisfaction indicators include several important aspects, including:

1. Product Quality: High-quality products meet consumer expectations, increase satisfaction, and encourage companies to continue maintaining the quality of their products.
2. Service Quality: Friendly, pleasing, and satisfying service will make consumers return to use the company's products.
3. Product Price: A price that matches the best quality can provide satisfaction, even if the price is higher.
4. Ease of Access: An easy ordering process, with no additional fees, can increase trust and encourage repeat purchases.

2.5. Hypothesis Development

2.5.1. The influence of innovation on consumer satisfaction

According to Grecia & Puspitowati (2022), Innovation is the ability to view something from a different and conventional perspective and create something new. According to Maino et al (2022), innovation also functions as a way for companies to adapt to changes in a dynamic environment. Product innovation plays a role in increasing consumer satisfaction. This is supported by research by Zhang & Utami (2023), which states that product innovation significantly influences purchasing decisions at Elly Bakery. Moreover, research by Budi et al. (2019) states that, partially, the product innovation variable positively influences purchasing decisions for Honda Beat motorbikes in Jambi City. Research by Indriyani et al. (2023) states that innovation has positive and significant results on consumer satisfaction at Ayam Geprek Benu. However, it differs from Nurina's research (2022), which states that product innovation does not significantly influence culinary

purchasing decisions in the Tangerang area. This study aims to examine the significant influence of product innovation on consumer satisfaction from all these studies. Moreover, the following hypothesis is formulated:

H1: Product innovation (X1) positively and significantly affects consumer satisfaction (Y).

2.5.2. The effect of price on consumer satisfaction

According to Nanda Ariska & Sidanti (2023), Price is one of the key factors that determine a company's success, because the price set determines the profit generated from sales. When the relationship between high costs and high quality is known, consumers assume that higher prices indicate better quality (Subekhi & Hadibrata, 2020). The price can affect consumer satisfaction. In line with the findings of research conducted by Kelvinia et al. (2021), price plays an important role in influencing purchasing decisions on medical devices among consumers of PT Alexa Media. The findings by Zhang and Utami (2023) aim to state the significant impact of price on buyer decisions at Elly Bakery. Moreover, research by Sari and Marlius (2023) states that price makes a positive and significant contribution to consumer satisfaction at D'Sruput Lapai Padang. From these findings, this study intends to determine which price factors play a role in significantly influencing consumer satisfaction. Thus, the hypothesis proposed is:

H2: Price (X2) positively and significantly influences consumer satisfaction (Y).

2.5.3. The influence of product quality on consumer satisfaction

According to Masnun et al (2024), Superior product quality creates added value, increases consumer satisfaction, and ultimately drives the company's success in facing competition in the market. Nurfauzi et al (2023) added that product quality refers to the steps a company takes to compete with rivals in the market by creating several important differences between the products or services they offer and those offered by competitors. According to Andre (2022), Product quality is an important thing used to determine the standard of results and performance of a product to exceed customer expectations. Good product quality can have a significant influence on consumer satisfaction. Research conducted by Zhang and Utami (2023) stated that product quality significantly influences consumer purchasing decisions at Elly Bakery. Research conducted by Budi and his friends in 2019 stated that product quality positively affects purchasing decisions for Honda Beat motorbikes in Jambi City. From these findings, this study intends to look at the product quality factors that significantly influence consumer satisfaction. Therefore, the hypothesis formulated for this study is as follows:

H3: Product quality (X3) positively and significantly influences consumer satisfaction (Y).

2.5.4. The influence of product innovation, price, and product quality on consumer satisfaction

Innovation can be understood simply as a breakthrough that produces new products. In addition, innovation also functions as a way for companies to adapt to changes in a dynamic environment.(Maino et al., 2022). In addition to product innovation, pricing is an important factor that companies must pay attention to when selling products.(Marlius & Jovanka, 2023). Price is one of the key factors that determines a company's success, because the price set determines the profit generated from sales.(Nanda Ariska & Sidanti, 2023). Product quality is also an important factor influencing consumer purchasing decisions. Superior product quality creates added value, increases consumer satisfaction, and ultimately drives the company's success in facing competition in the market.(Masnun et al., 2024). Consumer satisfaction is a label consumers use to summarize visible actions or actions related to a product or service.(Setiawan et al., 2019). From the research conducted by Nurina (2022), it was found that product innovation, price, and product quality simultaneously positively influence purchasing decisions. Therefore, a significant increase in the three factors can potentially increase purchasing decisions. Firmansyah's research (2021) also strengthens these findings, which state that product innovation, product quality, and price significantly impact consumer intentions to repurchase, especially when related to their level of satisfaction. Moreover, this study intends to examine whether product

innovation, price, and quality significantly influence consumer satisfaction with OMG products. In line with this objective, the research hypothesis is formulated as follows:

H4: Product innovation (X1), price (X2), and product quality (X3) have a positive and significant influence on consumer satisfaction (Y).

2.6. Research Framework

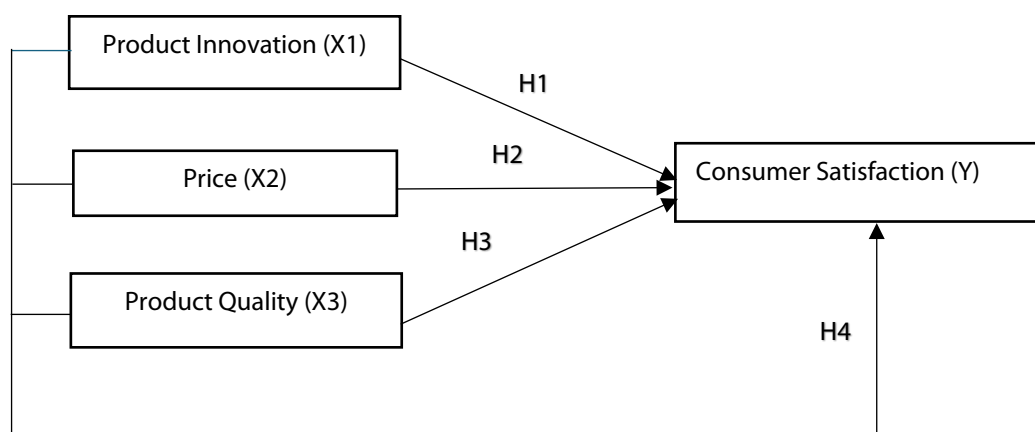


Figure 1. Research Framework

III. Research Method

This study uses a quantitative approach through the application of the survey method. The survey method has proven effective in obtaining a comprehensive picture of a population (Maidiana, 2021). In this approach, data is collected from a group of individuals through a questionnaire, which allows researchers to understand their views or opinions (Maidiana, 2021). The survey was conducted by compiling research-related questions that respondents answered. These questions cover aspects of respondents' beliefs and behavior. The survey will be more effective if respondents provide specific answers to the variables being studied. (Adiyanta, 2019). The survey questionnaire was distributed online via Google Forms. The questionnaire was compiled using a Likert scale. In this study, respondents' answers were weighed on a scale of 1 to 5, where one means "strongly disagree" and five means "strongly agree". This study aimed to identify the extent to which product innovation, price, and product quality play a role in influencing consumer satisfaction.

3.1. Population

The object of this research is the community that has purchased and used Oh My Glam (OMG) products. Sugiyono (2019) states that population refers to a generalization area that includes objects or subjects with special features and characteristics relevant to the research. In this case, the research focuses on users of OMG products, which are expected to provide important insights into the influence of product innovation, price, and quality on consumer satisfaction.

3.2. Sample

The sample in this study is part of the population that describes the number and characteristics of the population. This study uses a purposive sampling technique, a method of selecting samples based on specific criteria or assessments that have been previously determined (Fadhli & Pratiwi, 2021). The sample

selection criteria in this study are as follows: Respondents must be domiciled in Bandar Lampung. The respondents selected were at least 17 years old and had purchased and used Oh My Glam (OMG) products. In this study, to apply the Structural Equation Model (SEM) method, the minimum sample size is calculated based on the number of indicators used. According to Hair et al. (2020), the minimum sample size is between 5 and 10 times the number of indicators. With 15 indicators used in this study, the sample size required is $15 \times 10 = 150$ respondents. Thus, it can be concluded that the sample of this study amounted to 150 people who had purchased and used Oh My Glam (OMG) products.

3.3. Data Collection Techniques

Quantitative data is obtained in numbers or numerics, which can be calculated and measured, and comes from the research object. (Sabaru et al., 2022). The collected data will be analyzed using the SPSS (Statistical Package for the Social Sciences) tool. This tool will test the validity, reliability, significance, and influence of each variable in this study.

Table1. Respondent Characteristics Results

Characteristics	Number of Respondents	Percentage (%)
Gender		
Woman	104	69.3%
Man	46	30.7%
Age		
17-25 Years	115	76.7%
26-35 Years	28	18.7%
36-45 Years	6	4%
>45 Years	1	0.7%
Education		
High School/Equivalent	66	44%
Diploma/Bachelor	80	53.3%
Master	3	2%
Doctor	1	0.7%
Income		
<1,000,000	68	45.3%
1,000,000-3,000,000	54	36%
3,000,000-5,000,000	17	11.3%
>5,000,000	11	7.3%
Purchase frequency in the last 3 months		
<1 Product	19	12.8%
1-3 Products	92	61.7%
4-6 Products	27	18.1%
>6 Products	11	7.4%

Most respondents who purchased OMG products in Bandar Lampung were female (69.3%) and aged between 17 and 25 (76.7%). This shows that OMG products are more in demand by young people, especially women. Regarding education, most respondents have a Diploma/Bachelor's degree (53.3%), followed by high school graduates or equivalent (44%). A few have a Master's degree (2%) and Doctorate (0.7%). Regarding income, 45.3% of respondents have an income of less than 1 million rupiah per month, while 36% have an income between 1 and 3 million rupiah per month. This shows that consumers with lower-middle incomes widely purchase OMG products. The frequency of purchases in the last three months shows that 61.7% of respondents purchased 1-3 OMG products, while 18.1% purchased 4-6 products. This indicates that consumers tend to make repeat purchases. Overall, OMG products have a substantial market share among young women with secondary to higher education levels and lower-middle incomes. To increase sales,

marketing strategies can focus more on the 17-25 and middle-income segments by offering attractive promotions.

IV. Results and Discussion

4.1. Statistical Result

4.1.1. Validity Test

Validity testing is carried out to assess the extent to which statements in the questionnaire can measure aspects that are the focus of the research, by the stated objectives (Sabaru et al., 2022). Validity testing is carried out to ensure that each question item can accurately measure the research objective. The validity of an item can be determined by correlating the item score with the total score. The item is considered valid if the correlation value (r) is more than 0.05. Conversely, if the correlation value is below 0.05, the item is declared invalid and needs to be corrected or deleted. In this study, to test the validity, the researcher used a measuring instrument in the form of a computer program, namely IBM SPSS version 25. In this study, it is known that the question has an N value of 150. Determination of R-estimated by looking at the probability, namely a two-way test with a significance level of 0.05. Furthermore, calculating the value of the degrees of freedom (df) is $df = n - 2$. Then it can be seen that the value of $df = 150 - 2 = 148$. Thus, the R-estimated validity test in this analysis is 0.160. The complete validity test can be seen in the following table:

Table 2. Validity of Product Innovation Variables

Variables	R-calculated	R-estimated	Information
Product Innovation (X1)			
X1.1	0.829	0.160	Valid
X1.2	0.848	0.160	Valid
X1.3	0.773	0.160	Valid

The results of the validity test in Table 2 show that all questions on variable X1, namely product innovation, are valid. This is because the correlation value of R-calculated is greater than R-estimated, which is 0.160.

Table 3. Validity of Price Variables

Variables	R-calculated	R-estimated	Information
Price (X2)			
X2.1	0.829	0.160	Valid
X2.2	0.727	0.160	Valid
X2.3	0.824	0.160	Valid
X2.4	0.694	0.160	Valid

The results of the validity test in Table 3 show that all questions on the X2 variable, namely price, have valid values. This is because the correlation value of R-calculated is greater than R-estimated, which is 0.160.

Table 4. Validity of Product Quality Variables

Variables	R-calculated	R-estimated	Information
Product Quality(X3)			
X3.1	0.736	0.160	Valid
X3.2	0.718	0.160	Valid
X3.3	0.754	0.160	Valid
X3.4	0.717	0.160	Valid

The results of the validity test in Table 4 show that all questions on variable X3, namely product quality, are valid. This is because the correlation value of R-calculated is greater than R-estimated, which is 0.160.

Table 5. Validity of Consumer Satisfaction Variables

Variables	R-calculated	R-estimated	Information
Consumer Satisfaction (Y)			
Y1	0.511	0.160	Valid
Y2	0.703	0.160	Valid
Y3	0.723	0.160	Valid
Y4	0.656	0.160	Valid

The results of the validity test in Table 5 show that all questions on the Y variable, namely consumer satisfaction, are valid. This is because the correlation value of R-calculated is greater than R-estimated, which is 0.160.

4.1.2. Reliability Test

A reliability test will be used to test whether the questionnaire's results are reliable. The questionnaire is considered reliable if the respondents' answers to its statements show consistency over time. The alpha coefficient can be reliable when the Cronbach's Alpha value is > 0.6 . The data will be calculated with the help of the IBM SPSS version 25 program. The results of the reliability test for each variable can be seen in the following table:

Table 6. Reliability X1

Cronbach's Alpha	N of Items
.743	3

Based on Table 6, it is known that the results of the reliability test analysis on the product innovation variable (X1) obtained a reliable value with a Cronbach Alpha result of 0.743. A variable can be reliable if the Cronbach Alpha value is > 0.6 , so the data results show that the entire question is reliable.

Table 7. Reliability X2

Cronbach's Alpha	N of Items
.769	4

Based on Table 7, it is known that the results of the reliability test analysis on the price variable (X2) obtained a reliable value with a Cronbach Alpha result of 0.769. A variable can be reliable if the Cronbach Alpha value is > 0.6 , so the data results show that the entire question is reliable.

Table 8. Reliability X3

Cronbach's Alpha	N of Items
.709	4

Table 8 shows that the reliability test results on the product quality variable (X3) produce a reliable value with a Cronbach Alpha result of 0.709. A variable can be reliable if the Cronbach Alpha value is > 0.6 , so the data results show that the entire question is reliable.

Table 9. Reliability Y

Cronbach's Alpha	N of Items
.746	4

Based on Table 9, it is known that the results of the reliability test analysis on the consumer satisfaction variable (Y) obtained a reliable value with a Cronbach Alpha result of 0.746. A variable can be reliable if the Cronbach Alpha value is >0.6, so the data results show that the entire question is reliable.

4.1.3. F-test

The F statistical test is used to determine whether all independent variables included in the model together affect the dependent variable by looking at the significance probability value or by comparing the calculated F value with the F table. Decision making regarding acceptance or rejection of the hypothesis is done by comparing the significance value at the 0.05 level. Here is the explanation:

1. If the significance level is less than 0.05 and the calculated F value exceeds the critical F value, then it can be concluded that the independent variable influences the dependent variable.
2. On the other hand, if the significance level is greater than 0.05 and the calculated F value is smaller than the critical F value, then it can be concluded that the independent variable does not affect the dependent variable.

Table 10. F-Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	250,357	3	83,452	354,503	.000b
	Residual	34,369	146	.235		
	Total	284,727	149			
a. Dependent Variable: Consumer Satisfaction						
b. Predictors: (Constant), Product Quality, Price, Product Innovation						

Based on Table 10, with df (n1) = 2, df (n2) = 147, the f-estimate is 3.058. From the simultaneous or F test results, the calculated F value is 354,503, and the estimated value is 3.058. So the value shows f-calculated > f-estimated with a significance level of 0.000 < α 0.05. Based on the hypothesis, H0 is rejected and H1 is accepted; therefore, overall, independent variables such as product innovation, price, and product quality affect consumer satisfaction, which is the dependent variable.

4.1.4. T-Test

The t-test is used to test the influence of independent variables individually on the dependent variable. A significant t-test is determined by considering the data processing results' t-count value and significance value. The t-test results are considered influential or significant if the t-count value is greater than the t-table and the significance value is less than 0.05.

Table 11. T-Test Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.304	.469		4.912	.000
	Product Innovation	.244	.023	.311	10,454	.000
	Price	.256	.020	.387	13.103	.000
	Product Quality	.431	.020	.636	21.175	.000
a. Dependent Variable: Consumer Satisfaction						

1. Results of Product Innovation Impact Test on Consumer Satisfaction

The analysis of the influence of product innovation on consumer satisfaction states the results of the calculated t value of 10.454, much higher than the critical t value of only 1.976. This indicates strong significance, supported by a significance level of 0.000.

2. Results of Price Impact Test on Consumer Satisfaction

From this test, the t-value is 13.103, also greater than the critical t-value, which remains at 1.976. The results of this study further strengthen that the effect of price on consumer satisfaction is significant, with the same level of significance, namely 0.000.

3. Results of Product Quality Impact Test on Consumer Satisfaction

From the available table, the t-value of product quality is 21.175, much higher than the critical t-value, which remains at 1.976. This indicates a significant influence of product quality on consumer satisfaction, with a significance level 0.000.

4.1.5. Coefficient of Determination

The coefficient of determination (R^2) measures the extent to which changes or variations in the independent variable can explain the percentage of change or variation in the dependent variable.

Table 12. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.938a	.879	.877	.48519
a. Predictors: (Constant), Product Quality, Price, Product Innovation				
b. Dependent Variable: Consumer Satisfaction				

Based on Table 12, the coefficient of determination (R^2) value can be seen in the R Square, 0.879. This value explains that the magnitude of the influence of the product innovation, price, and product quality variables on the consumer satisfaction variable is 0.879 (87.9%). In comparison, other variables outside the research model influence 12.1%.

4.1.6. Multiple Linear Regression Test

According to Anggraini et al. (2023), multiple linear regression tests whether the relationship between more than two variables is significant. This method involves one dependent variable and several independent variables. This study applied multiple linear regression to analyze the effect of product innovation, price, and product quality on consumer satisfaction with OMG products.

Table 13. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.304	.469		4.912	.000
	Product Innovation	.244	.023	.311	10,454	.000
	Price	.256	.020	.387	13.103	.000
	Product Quality	.431	.020	.636	21.175	.000
a. Dependent Variable: Consumer Satisfaction						

Based on Table 13, the multiple linear regression equation model can be obtained as follows:

$$Y = 2.304 + 0.244 X1 + 0.256 X2 + 0.431 X3 + \epsilon$$

Then the interpretation of the equation is as follows:

1. From the results of the analysis that has been done, the constant value (a) is 2.304. This states that when the variables of product innovation, price, and product quality are zero, consumer satisfaction will remain at 2.304.
2. The regression coefficient of the product innovation variable (X1) is 0.244, which indicates a positive result. This shows that increasing product innovation will significantly contribute to increasing consumer satisfaction.
3. The regression coefficient of the price variable (X2) is 0.256, with a positive sign. This shows that the correct price adjustment can potentially increase consumer satisfaction.
4. Conversely, the product quality variable (X3) recorded a coefficient of 0.431, again indicating a positive relationship. In other words, the higher the product quality, the higher the level of consumer satisfaction.

From the value of the standardized regression coefficient (Standardized Coefficients Beta), the variable that has the most significant influence on consumer satisfaction (Y) is product quality (X3) with a Beta result of 0.636. This explains that among the three independent variables (product innovation, price, and product quality), product quality is dominant in influencing consumer satisfaction.

4.2. Discussion

4.2.1. The influence of product innovation on consumer satisfaction

The study stated that product innovation (X1) positively and significantly influences consumer satisfaction with OMG products. Multiple linear regression analysis showed that product innovation has a positive impact, with a coefficient value reaching 0.244. In addition, the t-test results produced a significance value of 0.000. This finding is the same as that of previous research. Quintania and Sasmita's (2020) research stated that product innovation has a positive and significant impact on consumer satisfaction of Wardah lipstick users in the Jabodetabek area. Similar research conducted by Indriyani et al. (2023) also found that innovation is important in increasing consumer satisfaction at Ayam Geprek Benu. In addition, similar findings were also reported by Budi et al. (2019), which indicated that product innovation influences the decision to purchase a Honda Beat motorbike in Jambi City. This finding is closely related to the characteristics of the respondents in this study, where the majority of consumers strongly agree with the question stating that OMG is a product that offers the latest innovations, both in formula, packaging, and additional benefits. Product innovation is a significant factor in increasing competitiveness in the creative industry, where aspects of uniqueness and innovation often play a role in attracting consumer interest. (Juminawati et al., 2024).

4.2.2. The influence of price on consumer satisfaction

This study states that price (X2) positively and significantly affects consumer satisfaction with OMG products. From the multiple linear regression analysis, the price coefficient value is 0.256, which indicates a positive effect. In addition, the t-test results state a significance value of 0.000. These results are the same as those of previous studies, such as Selvia et al. (2022), which stated that price significantly influences purchasing decisions for Scarlett Whitening cosmetic products for students of the Faculty of Economics and Business, Sam Ratulangi University. In addition, research by Kelvinia et al. (2021) states that price influences the purchasing decisions of health devices by consumers of PT Alexa Media. Similar findings are also supported by research by Sari & Marlius (2023), which found that price significantly influences customer

satisfaction at D'Sruput Lapai Padang. These findings are relevant to the characteristics of the respondents in this study, where most consumers answered that they strongly agreed to look for products with the same price as quality, explaining that a competitive pricing strategy can result in their satisfaction. Price is one of the important factors to observe, because the higher the price, the lower the purchasing decision will be, but affordable prices will increase purchasing decisions (Lystia et al., 2022).

4.2.3. The influence of product quality on consumer satisfaction

This study states that there is a positive and significant influence of product quality (X3) on consumer satisfaction with OMG products. Multiple linear regression analysis states that there is a positive contribution from product quality with a coefficient value of 0.431. In addition, the results of the t-test state a significant value of 0.000. This finding is the same as the results of previous studies. Research by Arum Afriana and Rizal Ula Ananta Fauzi (2023) states that product quality significantly influences users at Maybelline Cosmetics Madiun. The same thing is also shown in the research of Budi et al. (2019), stating that product quality positively influences purchasing decisions for Honda Beat motorbikes in Jambi. In addition, research by Zhang and Utami (2023) showed that product quality significantly influences purchasing decisions at Elly Bakery. This finding is relevant to the characteristics of respondents in this study, where most consumers answered that they strongly agreed to prioritize quality in choosing cosmetic products, such as durability, safe content, and results that meet expectations. Increasing good product quality can meet consumer expectations and generate satisfaction for them. (Cesariana et al., 2022).

4.2.4. The influence of product innovation, price, and product quality on consumer satisfaction

The results of this study explain that product innovation, price, and product quality have a positive and significant influence on consumer satisfaction with OMG products. These three factors are interrelated and play an important role in determining the level of consumer satisfaction, with each producing a different but complementary contribution. This is supported by a significance value of $0.000 < 0.05$, which states that product innovation, price, and quality influence consumer satisfaction with OMG products. This finding is the same as the results of research conducted by Nurina (2022), which showed that product innovation, price, and product quality simultaneously positively impacted purchasing decisions. Increasing these three factors can significantly contribute to more real purchasing decisions. Firmansyah (2021) also emphasized that product innovation, product quality, and price positively and significantly influence repurchase intentions, which are influenced by the level of consumer satisfaction. From the following statement, companies must continue to innovate to maintain product attractiveness, ensure competitive prices so that they are affordable for the target market, and maintain and improve product quality to meet consumer expectations.

V. Conclusion

This study concludes that product innovation, price, and quality positively affect consumer satisfaction. Product innovation increases the attractiveness and added value of products in the market. Competitive prices are a factor that also determines consumer satisfaction, where consumers tend to be more satisfied with prices that match the quality offered. Product quality plays a significant role in building customer satisfaction because consumers prefer good-quality products that meet their expectations. Overall, this study reveals that product innovation, price, and product quality positively and significantly affect consumer satisfaction with OMG products. This finding is related to existing theories, especially those that have been developed in recent literature. For example, according to the innovation theory proposed by Tidd and Bessant (2019), product innovation creates competitive advantage and provides differentiation that can increase consumer appeal and satisfaction. This innovation can create greater added value, which is relevant to the results of this study, which show that product innovation contributes directly to consumer satisfaction. Price

theory is also relevant to the findings of this study. Kotler et al. (2021) stated that competitive prices reflect product quality and can increase consumer perceptions of product value and satisfaction. This study shows that consumers tend to be more satisfied if the price offered is based on the quality they receive, which supports this argument. Furthermore, the product quality theory proposed by Zeithaml et al. (2020) also supports this finding. They stated that product quality is one of the key elements in shaping customer satisfaction, because high-quality products meet or even exceed consumer expectations. The findings of this study confirm that product quality is a significant factor in creating consumer satisfaction, as explained in the theory. Thus, the results of this study are consistent with current theories that show that product innovation, competitive prices, and product quality play an important role in influencing consumer satisfaction. This study can be a reference for companies to continue to innovate, offer competitive prices, and maintain product quality to increase consumer satisfaction.

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