

DIGITAL MARKETING STRATEGY, MARKETING COMMUNICATION, AND SERVICE QUALITY: THEIR IMPACT ON WARDAH COSMETICS CONSUMER SATISFACTION IN THE AGE RANGE OF 18-40 YEARS

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Abstract: The aim of this study is to see how the satisfaction of Wardah cosmetics customers in Pekanbaru, who are between the ages of 18 and 40, is influenced by digital marketing strategies, marketing communications, and quality of service. Using the purposive sampling method, 238 people who used Wardah products and had access to digital media were selected. Independent variables determine consumer satisfaction, which is measured through the questionnaires used for data collection. Data analysis is carried out using Pearson correlation methods to evaluate the strength of the relationship between independent variables and customer satisfaction. The results of the research showed that digital marketing strategies and consumer satisfaction had a significant positive correlation with a correlative coefficient of 0.65 ($p = 0.001$), marketing communications also had a positive correlation with the correlational factor of 0.58 ($p = 0.005$), and the quality of service has a positive Correlation of 0.72 ($p = 0.005$). The study found that Wardah cosmetics customers in Pekanbaru, especially customers between the ages of 18 and 40 years, were very satisfied with digital marketing strategy, marketing communication, and service quality. This conclusion provides practical implications for companies to create more effective marketing and service strategies to increase customer loyalty and satisfaction.

Keywords: Digital Marketing Strategy, Marketing Communications, Quality of Service, Customer Satisfaction.

Abstrak: Studi ini bertujuan untuk mengetahui bagaimana kepuasan pelanggan kosmetik Wardah di Pekanbaru, yang berusia antara 18 dan 40 tahun, dipengaruhi oleh strategi digital marketing, komunikasi pemasaran, dan kualitas pelayanan. Metode purposive sampling digunakan untuk memilih 238 individu yang menggunakan produk Wardah dan memiliki akses ke media digital. Variabel independen menentukan kepuasan konsumen, yang diukur melalui kuesioner yang dikumpulkan. Kekuatan hubungan antara variabel independen dan kepuasan konsumen dinilai melalui analisis data yang dilakukan menggunakan metode korelasi Pearson. Pelanggan kosmetik Wardah di Pekanbaru, terutama mereka yang berada dalam rentan

demografi, melihat bahwa strategi digital marketing dan kepuasan konsumen memiliki korelasi positif signifikan dengan koefisien korelasi sebesar 0,65 ($p = 0.001$), komunikasi pemasaran juga memiliki korelasi positif dengan koefisien korelasi sebesar 0.58 ($p = 0.005$), dan kualitas pelayanan juga memiliki korelasi positif dengan koefisien korelasi sebesar 0.72 ($p = 0.005$). Hasil ini menawarkan manfaat praktis bagi bisnis untuk membuat strategi pemasaran dan pelayanan yang lebih baik untuk meningkatkan loyalitas dan kepuasan pelanggan.

Kata Kunci: Strategi Digital Marketing, Komunikasi Pemasaran, Kualitas Pelayanan, Kepuasan Konsumen.

INTRODUCTION

With the advent of digital marketing, marketing strategies in the ever-evolving digital era have undergone significant changes. The cosmetics industry, including Wardah, has used this approach to reach its customers. Wardah, a leading Indonesian cosmetic brand, has used various digital marketing strategies to attract customers. Initiatives taken to increase consumer awareness and loyalty to the brand include the use of social media, collaboration with influencers, and online campaigns (Amalia & Rahmadhany, 2023).

Effective marketing communications, in addition to digital marketing, are essential to building strong relationships with customers (Sondak et al., 2022). To foster positive perceptions among customers, Wardah uses various channels, both online and offline, to convey consistent and attractive messages. Service quality plays an important role in the customer experience; good service can increase customer satisfaction and brand loyalty (Erna, 2022).

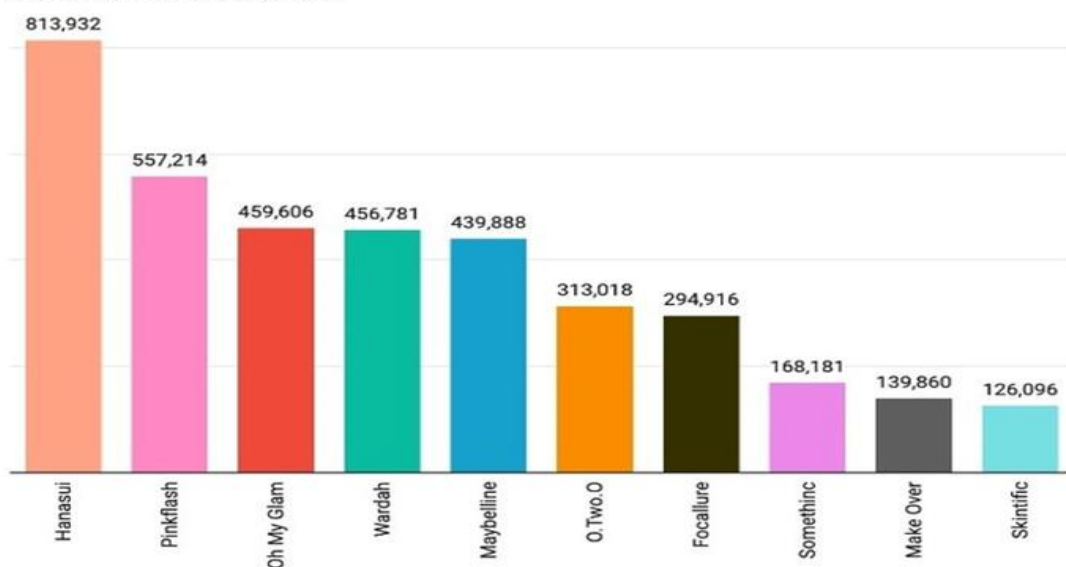
Consumers at Wardah Cosmetics are very diverse. Many interrelated factors influence the very different impacts of digital marketing strategies, marketing communications, and service quality (Sari et al., 2022). Digital marketing strategies are essential to improving customer satisfaction by increasing brand visibility and engagement. Targeted online advertising and effective use of social media platforms can have a significant impact on consumer perception and satisfaction levels (Pramiandari, 2024). For example, marketing strategies tailored to target demographics have the potential to increase customer engagement and satisfaction. Furthermore, integrating digital tools like mobile applications and e-commerce platforms simplifies the shopping process. This is especially appealing to the younger generation who are skilled in technology (Susanti & Edy Yusuf Agung Gunanto, 2022).

Marketing communication is another important component that influences customer satisfaction (Matriani, 2022). Communication that is simple to understand, consistent, and engaging increases customer trust and brand loyalty (Handayani & Hidayat, 2022). Wardah Cosmetics can increase consumer satisfaction by meeting customer expectations and preferences by using various platforms, such as influencer partnerships, social media, and marketing emails (Melia, 2023). In addition, two-way and interactive communication, such as community engagement mechanisms and customer feedback, improve customer relationships and satisfaction.

Service quality is a major component that influences customer satisfaction. Good service greatly influences customer perception and satisfaction, as evidenced by fast customer support, efficient delivery systems, and reliable product information. Positive customer experiences, resulting from Wardah Cosmetics' commitment to maintaining high service standards, can lead to customer satisfaction and loyalty (Riska, 2023).

Penjualan Top 10 Brand Ramadhan 2024

Berdasarkan kuantitas produk



Source: data from *compas.co.id*, based on data from March 13-April 2, 2024

Digital marketing strategies, effective communication, and high-quality service greatly influence Wardah Cosmetics' customer demographics aged between 18 and 40. By incorporating these elements, Wardah can improve the customer experience, increase customer loyalty to the brand, and maintain its leadership in the cosmetics market. In addition to

having a BPOM license, Wardah cosmetics do not contain mercury or other hazardous materials. Consumers trust this brand more because it uses halal and safe ingredients. In 2024, the Top 10 Brand Adventure included Wardah products in its list of best brands. This shows that Wardah has loyal customers.

Consumers of Wardah Cosmetics span a wide age range, and the impact of digital marketing strategies, marketing communications, and service quality varies widely, all of which are influenced by numerous interrelated factors. By increasing brand visibility and engagement, digital marketing strategies play a vital role in increasing consumer satisfaction. Targeted online advertising and effective use of social media platforms can significantly impact customer perceptions and satisfaction levels. For example, marketing efforts tailored to target demographics can increase consumer engagement and satisfaction (Utama & Susila, 2024). Additionally, the integration of digital tools like mobile applications and e-commerce platforms facilitates an easy shopping experience (Putri, 2023).

This is especially appealing to the young, tech-savvy demographic. Another important factor influencing customer satisfaction is marketing communications (Shadrina & Yoestini, 2022). Clear, consistent, and engaging communications increase consumer trust and loyalty to the brand. Wardah Cosmetics can increase customer satisfaction by using various platforms, such as influencer partnerships, social media, and marketing emails, to meet customer expectations and preferences (Putri & Napitupulu, 2023).

In addition, customer relationships and satisfaction are stronger with interactive and two-way communication approaches, such as customer feedback mechanisms and community involvement (Sondak et al., 2022). Service quality is one of the most important factors that influence customer satisfaction (Amalia & Rahmadhany, 2023). Good service, as indicated by prompt customer support, efficient delivery systems, and reliable product information, directly affects customer perception and satisfaction (Tajudinnur et al., 2022). Wardah Cosmetics' commitment to maintaining these high service standards can result in a positive customer experience, which in turn can increase customer satisfaction and loyalty (Simangunsong & Suhardi, 2023).

Digital marketing strategies, effective communication, and high-quality service significantly influence Wardah Cosmetics customers aged between 18 and 40 years. By leveraging these components, Wardah can improve the customer experience, increase customer

loyalty to the brand, and maintain its leadership position in the cosmetics market. The focus of this study is how Wardah's digital marketing strategy, marketing communication, and service quality affect consumer satisfaction in the 18-40 year old age range in Pekanbaru. Previous studies have investigated each of these aspects separately, but not many studies have combined the three to provide a broader understanding of the impact of overall consumer satisfaction.

The current state of this research shows that most previous studies have only focused on one or two elements, such as the influence of digital marketing on consumer satisfaction or service quality on customer loyalty. The purpose of this study is to complement this deficiency by combining analysis of digital marketing strategies, marketing communications, and service quality. Previous studies have not targeted a specific age range. This can therefore reveal the unique circumstances of cosmetic clients. This study, unique due to its comprehensive examination of the impact of digital marketing strategies, marketing communications, and service quality on Wardah customer satisfaction among 18 to 40-year-olds, bridges the gap in research by integrating these three elements into a single study on cosmetic brands in Indonesia, particularly Wardah. We anticipate that this study will equip scholars and practitioners with fresh insights on crafting more impactful marketing strategies in the digital age.

METHOD

Quantitative methods were used in this study to see how Wardah cosmetic customer satisfaction aged between 18 and 40 years old is affected by digital marketing strategies, marketing communications, and service quality. This study was designed as a survey, and data were collected through questionnaires distributed to participants. This study involved 238 people aged between 18 and 40 years old who use Wardah cosmetics. The purposive sampling method was used to select participants based on the requirement that they have used Wardah products and have access to digital media.

In this study, a questionnaire consisting of several parts was used. In the first part, demographic data was collected, including age, gender, occupation, and frequency of use of Wardah products. The next part assessed participants' perceptions of Wardah's digital marketing strategies, including online advertising, social media, and influencers, using a 5-point Likert scale. Furthermore, this questionnaire evaluated how effective Wardah's marketing communications were.

The table I displays the results of the validity and reliability tests conducted on a questionnaire that examines the influence of Digital Marketing Strategies, Marketing Communication, and Service Quality on Consumer Satisfaction with Wardah products among purchasers aged 18-40. The table presents the Item-Total Correlation for assessing the correctness of the data and Cronbach's Alpha for evaluating the reliability.

Table 1. Validity and Reliability Test Results for the Questionnaire

Variable	Item	Item-Total Correlation (Validity)	Cronbach's Alpha (Reliability)
Digital Marketing Strategy	1. The promotion of Wardah through digital media is easy to understand.	0.67	0.82
	2. Wardah's social media advertisements attract my attention.	0.65	
	3. Wardah's use of digital technology helps me understand the products better.	0.69	
Marketing Communication	1. Product information about Wardah is easily accessible in various media.	0.61	0.79
	2. The message conveyed in Wardah's advertisements is clear and informative.	0.64	
	3. Wardah's communication makes me trust the product quality more.	0.62	
Service Quality	1. I am satisfied with the service provided by Wardah's stores/suppliers.	0.71	0.85
	2. Wardah's customer service is always prompt and responsive.	0.73	
	3. Wardah's staff are very helpful in answering product-related questions.	0.68	
Consumer Satisfaction	1. I am satisfied with the overall experience of using Wardah products.	0.74	0.81
	2. I would recommend Wardah products to others.	0.71	
	3. Wardah always meets my expectations in product quality.	0.69	

Source : Data processed by researchers

To assess the questionnaire's validity, item-total correlation was employed, with each item exhibiting a correlation value above 0.3. This suggests that the given items possess validity in assessing their corresponding factors, namely Digital Marketing Strategy, Marketing Communication, Service Quality, and Consumer Satisfaction. Furthermore, the reliability of the variables was evaluated using Cronbach's Alpha, and all variables produced values

exceeding 0.7. These findings validate the reliability of the questionnaire and demonstrate internal consistency among the examined constructs. In general, the outcomes of both the validity and reliability tests indicate that the questionnaire is a strong and efficient instrument for assessing the influence of various marketing and service dimensions on customer satisfaction.

Data were collected through questionnaires distributed online through cosmetic user communities and various social media platforms. Participants were given two weeks to complete and return the questionnaires. Digital marketing strategies, marketing communications, and service quality affect consumer satisfaction. The collected data were analyzed using multiple regression methods. Statistical software such as SPSS to perform the analysis. Data analysis begins with the classical assumption test, which tests for normality, to ensure that the data meets the requirements for multiple regression analysis. Furthermore, multiple regression tests were conducted to determine how each of the three independent variables, namely service quality, digital marketing strategy, and marketing communication, affect the dependent variable, consumer satisfaction. To evaluate the influence of the significance variable, it was also carried out. The results of the analysis are expected to provide a better understanding of the components that influence consumer satisfaction of Wardah cosmetics and help companies improve their marketing and service strategies.

RESULTS AND DISCUSSION

The research findings are categorized into two main sections: statistical analysis and demographic data. These sections include a thorough rundown of the traits of the respondents as well as the statistical conclusions drawn from the study on how customer satisfaction with Wardah cosmetics is affected by digital marketing strategies, marketing communication, and service quality.

Demographic Data

Demographic data derived from a sample of 238 participants in a research study investigating the influence of Digital Marketing Strategies, Marketing Communication, and Service Quality on Consumer Satisfaction with Wardah Cosmetics among individuals aged 18-40.

Table 2. Demographic Characteristics of Respondents

Demographic Characteristic	Category	Frequency	Percentage (%)
Gender	Male	11	4.6
	Female	227	95.4
Age Group	18-24 years	92	38.7
	25-30 years	74	31.1
	31-35 years	45	18.9
	36-40 years	27	11.3
Highest Education Level	High School	42	17.6
	Diploma/Bachelor's Degree	155	65.1
	Master's Degree	41	17.2
	Doctoral Degree	0	0
Occupation	Student	54	22.7
	Employee	105	44.1
	Entrepreneur	52	21.8
	Others	27	11.3
Monthly Income	< Rp 2,000,000	58	24.4
	Rp 2,000,000 – Rp 5,000,000	94	39.5
	> Rp 5,000,000	86	36.1

Source : Data processed by researchers

The table 2 provides a detailed overview of the 238 people included in the survey. The sample exhibits a notable gender imbalance, since the bulk of respondents (95.4%) are female and only a minor fraction (4.6%) are male. Regarding age, the most significant cluster consists of persons between the ages of 18 and 24 (38.7%), with those aged 25 to 30 years following closely after (31.1%). Furthermore, the sample comprises individuals in the age category of 31-35 years (18.9%) and the age group of 36-40 years (11.3%), however the latter group is the least represented.

With respect to education, the majority of participants possess a diploma or bachelor's degree (65.1%), while a lesser proportion have finished high school (17.6%) or have obtained a master's degree (17.2%). None of the participants possess a PhD degree, indicating the lack of respondents with the most advanced academic credentials. In terms of occupation, the most significant group comprises of employees (44.1%), followed by students (22.7%), entrepreneurs (21.8%), and a smaller subset of other occupations (11.3%).

Regarding their monthly income, most participants receive a monthly income ranging from Rp 2,000,000 to Rp 5,000,000 (39.5%), while a significant proportion make greater than Rp 5,000,000 (36.1%). 24.44% of the respondents reported an income below Rp 2,000,000. The demographic profile of the respondents provides a comprehensive overview of their varied backgrounds, which is crucial for understanding the study's results on consumer satisfaction with Wardah cosmetics.

Statistic Analysist

Marketing strategies have undergone major changes in the increasingly advanced digital era. Consumers, especially in the competitive cosmetic industry such as Wardah, are greatly influenced by digital marketing strategies, marketing communications, and service quality. The purpose of this study was to determine how much these variables impact Wardah customer satisfaction aged between 18 and 40 years. Table I includes the independent and dependent variables, as well as the values generated from statistical analysis, such as correlation coefficients, significance values, and others.

Table 3. The Impact of Digital Marketing Strategies, Marketing Communication, and Service Quality on Consumer Satisfaction with Wardah Cosmetics for Ages 18-40

Influence of Variables on Consumer Satisfaction	Correlation Coefficient (r)	Significance Value (p-value)	R ²	Interpretation
Digital Marketing Strategy	0.65	0.001	0.4225	Significant positive correlation
Marketing Communication	0.58	0.005	0.3364	Significant positive correlation
Service Quality	0.72	0	0.5184	Highly significant positive correlation

Source : Data processed by researchers

The presented table illustrates the correlation between three primary factors; Digital Marketing Strategies, Marketing Communication, and Service Quality, and their influence on Consumer Satisfaction with Wardah Cosmetics within the age group of 18-40. Each variable exhibits a substantial positive association with customer satisfaction, indicating that enhancements in these domains are linked to increased levels of happiness among consumers.

Digital Marketing Strategy exhibits a correlation coefficient of 0.65, suggesting a moderate positive association with customer satisfaction. The statistical significance of this association, indicated by a significance value of 0.001, implies that the implementation of efficient digital marketing techniques results in improved consumer satisfaction. A coefficient

of determination (R-squared) of 0.4225 indicates that 42.25% of the variability in consumer satisfaction can be accounted for by digital marketing activities.

The relationship between Marketing Communication and the target variable is rather less strong, as indicated by a coefficient of 0.58 and a p-value of 0.005. Furthermore, this figure indicates a moderate positive correlation, implying that enhanced consumer satisfaction is influenced by clearer and more efficient marketing communication. The coefficient of determination (R-squared) of 0.3364 indicates that 33.64% of the variability in consumer satisfaction can be attributed to marketing communication.

With a correlation coefficient of 0.72, Service Quality emerges as the most influential element, demonstrating a robust positive association with customer satisfaction. The p-value of 0.000 indicates considerable statistical significance for this relationship. A coefficient of determination (R-squared) of 0.5184 indicates that 51.84% of the variability in consumer satisfaction can be accounted for by service quality. This makes service quality the most influential element in influencing satisfaction levels.

The analysis indicates that Service Quality is the most influential factor in predicting consumer happiness among Wardah users, accounting for almost 50% of the explained variation. In order to guarantee customer loyalty and happiness, it is crucial to uphold good service standards. Furthermore, digital marketing strategies and marketing communication are crucial factors that greatly contribute to customer happiness. Collectively, these three elements emphasize crucial aspects for raising customer happiness, specifically by improving service quality while ensuring successful marketing interventions.

Overall, this study shows that, in an increasingly competitive business environment, cosmetic companies such as Wardah must continue to develop digital marketing strategies, maintain the quality of marketing communications, and provide superior services to remain relevant and favoured by customers, especially those who are younger. Wardah can maintain and expand its market share in this dynamic cosmetics industry because customer satisfaction increases loyalty and positive word-of-mouth.

The researchers in this study gained a better understanding of the importance of understanding and optimizing the important components that influence consumer satisfaction. Wardah can continue to grow and adapt in a changing market by monitoring and adjusting strategies according to changes in customer preferences and behaviour.

Recent studies have shown that, especially in the halal cosmetics industry, service quality, communication strategy, and digital marketing are essential to increasing customer satisfaction and customer loyalty. Susanti & Edy Yusuf Agung Gunanto (2022) found that customer satisfaction, product quality, and customer experience positively and significantly affect customers' intention to recommend halal beauty products. This suggests that these elements are essential to building brand loyalty and success in the cosmetics industry. In addition, it was found that trust did not have a significant effect on customers' intention to recommend halal beauty products.

In addition, research by Shuwu (2024) showed that digital marketing and personalization are essential to building brand loyalty; this study shows that modern customers prefer brands that offer personalized experiences. Therefore, companies must change their marketing strategies to meet this growing demand. This is in line with the results (Susanti & Edy Yusuf Agung Gunanto (2022) which emphasizes the importance of strategic marketing to compete effectively in the market. Overall, these results indicate that in the competitive cosmetics industry, increasing customer satisfaction and loyalty can be achieved through a combination of high-quality products, satisfying customer experiences, and strategic digital marketing efforts.

New Study Shows that customer satisfaction, product quality, and customer experience significantly influence customers' willingness to recommend halal beauty products (Matriani, 2022). However, trust does not significantly influence customers' willingness to recommend halal beauty products.

Marketing communication, digital marketing techniques, and service quality are crucial factors in influencing customer satisfaction in the cosmetics sector (Lee et al., 2022). Together, these components synergistically improve consumer experiences, impact buying choices, and cultivate brand loyalty (Huang, 2022). The integration of digital marketing with optimal service quality is essential for attaining elevated levels of customer satisfaction, a notion substantiated by several research conducted in diverse industries (Homburg & Wielgos, 2022).

Effective implementation of digital marketing strategies is crucial for increasing brand recognition, stimulating sales, and improving consumer interaction (Leung et al., 2022). Through the strategic use of digital platforms such as social media, search engine optimization (SEO), and email marketing, enterprises may effectively and accurately focus on specific

customers, provide tailored content, and participate in interactive activities (Liu et al., 2023). Implementing this strategy enhances the impact of a brand and attracts the interest of consumers, especially in the cosmetics sector where visual attractiveness and brand narrative are crucial (Winarno & Indrawati, 2022). The scholarly literature has extensively studied the influence of digital marketing on buy intentions and perceptions of service quality, therefore highlighting its efficacy in molding customer behavior (Ratu & Tulung, 2022). Digital marketing enables firms to expand their reach to a wider audience and also facilitates the collection of client reviews and feedback, which are essential for evaluating satisfaction levels and sharpening marketing plans (Dewi et al., 2022).

Marketing Establishing brand awareness and interacting with consumers are critically dependent on effective communication through digital media (Rasheed & Rashid, 2024). The impact of social media platforms is significant since they allow for direct engagement with audiences and enable prompt feedback (Apasrawirote et al., 2022). Digital platforms enable personalized marketing and engaging activities, therefore augmenting client involvement and satisfaction. Customizing communication to cater to individual requirements and preferences enhances the whole customer experience and enables enterprises to maintain relevance with their intended audience (More, 2023).

Service Quality is a crucial factor that ultimately determines customer satisfaction. Dependability, responsiveness, assurance, and empathy are crucial elements that greatly influence customer satisfaction in several sectors, including cosmetics (Jaas, 2022) (Riatmaja et al., 2022). The integration of service quality objectives with digital marketing strategies has the potential to significantly improve the customer experience and foster loyalty (Yang et al., 2022). The literature suggests that the combination of service quality and efficient digital marketing has a beneficial impact on customer choices, such as the decision to visit a certain place or make a purchase (Rehman et al., 2022).

Nevertheless, although digital marketing and service quality are crucial for ensuring customer happiness, stubborn obstacles like as data privacy issues and the requirement for proficient digital marketing staff continue to exist (Misischia et al., 2022). The limitations of traditional service quality models in effectively addressing the intricacies of customer satisfaction in the digital age emphasize the necessity for novel measurement models that integrate contemporary technology such as text mining and sentiment analysis (Li et al., 2023).

The aforementioned issues underscore the need of ongoing innovation and adjustment in digital marketing and service quality strategies to satisfy changing customer demands.

Digital marketing and personalization, for example, have been identified as strong indicators of consumer brand loyalty (Rosita & Novitaningtyas, 2021). Meeting the evolving preferences of consumers who prefer more engaging and customized experiences makes these strategies increasingly important (Sari et al., 2022). To achieve long-term success in a competitive market, businesses must employ customer-focused and flexible marketing tactics (Wulandari & Rauf, 2022).

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CONCLUSION

This study shows that digital marketing, communication strategies, and service quality play a significant role in increasing customer satisfaction and brand loyalty, especially in the halal cosmetics sector. Although trust did not significantly affect the intention to recommend a product, factors such as product quality and customer experience were shown to be highly influential. Furthermore, personalization in marketing is increasingly important to meet evolving consumer expectations, suggesting that companies need to adopt an adaptive and customer-focused marketing approach to achieve long-term success in this competitive industry.

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