



Customer Satisfaction in the Cosmetics Retail Industry: The Roles of Service Quality and Price Perception

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Abstract

This study aims to examine the effects of Service Quality and Price Perception on Customer Satisfaction among customers of Rain Cosmetics Manokwari. The research employed a quantitative approach involving 79 customers selected through purposive sampling. Data were collected using a structured questionnaire based on a five-point Likert scale and analyzed using multiple linear regression with the assistance of Statistical Package for the Social Sciences software. Prior to hypothesis testing, the research instrument was evaluated through validity and reliability tests, while the regression model was assessed using classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. The findings indicate that all measurement items are valid and reliable, and the regression model satisfies the required statistical assumptions. The results reveal that Service Quality has a positive and significant effect on Customer Satisfaction. Price Perception also exerts a positive and significant effect on Customer Satisfaction and emerges as the most influential variable affecting customer satisfaction. Simultaneously, Service Quality and Price Perception significantly influence Customer Satisfaction and explain a substantial proportion of customer satisfaction variations. The findings suggest that customer satisfaction in the cosmetics retail industry is influenced by both positive service experiences and favorable perceptions regarding price fairness and value. The study concludes that improving service performance and maintaining appropriate pricing strategies are essential for enhancing customer satisfaction and strengthening competitiveness in the cosmetics retail sector.

Introduction

The cosmetics and beauty industry has emerged as one of the most dynamic sectors within Indonesia's consumer goods market (Kashuri et al., 2026; Suarsa et al., 2026; Mardhiyah et al., 2026). Growing awareness of personal appearance, skincare, and self-care practices has significantly increased public demand for cosmetic and beauty products across various demographic groups. Technological advancement and the widespread adoption of social media have further transformed consumer behavior by facilitating access to product information, reviews, and beauty-related content. Indonesia currently represents one of the largest beauty and personal care markets in Southeast Asia, supported by a large population and increasing consumer purchasing power. Statista (2024) projected that revenue generated by Indonesia's beauty and personal care industry would continue to grow steadily, indicating substantial market opportunities and intensifying competition among businesses operating within the sector.

Industrial growth has also been reflected in the increasing performance of Indonesia's cosmetics manufacturing sector (Wahyudi et al., 2026; Santoso & Setiawati, 2026; Muafi et

al., 2026). Data published by the Ministry of Industry of the Republic of Indonesia revealed that the national cosmetics industry experienced significant growth during the last several years, accompanied by a substantial increase in the number of cosmetic business operators. The industry has become one of the strategic sectors contributing to national economic development due to its ability to generate employment opportunities, encourage innovation, and stimulate domestic consumption (Kementerian Perindustrian Republik Indonesia, 2024). The rapid expansion of the cosmetics market has also been accompanied by significant changes in consumer behavior. Digital technologies and social networking platforms have increased consumers' access to product information, product reviews, and price comparisons before making purchasing decisions. Vinu Sundararaj and Rejeesh (2021) argued that technological developments have transformed consumers into more informed, selective, and value-conscious buyers. Such developments have intensified competition among cosmetics retailers and increased the importance of customer-oriented strategies capable of delivering superior value and customer satisfaction (Achmad & Radianto, 2026; Rustam et al., 2026; Pujiastuti et al., 2025).

Customer satisfaction has become one of the most important indicators of organizational success within the retail industry (Odunayo & Abe, 2023; Maaz & Ahmad, 2022; Singh et al., 2023). Customer satisfaction reflects consumers' overall evaluation of products, services, and shopping experiences after comparing expectations with actual performance. According to Kotler and Keller (2022), customer satisfaction emerges when customers perceive that product or service performance meets or exceeds their expectations. Satisfied customers are more likely to engage in repeat purchases, provide positive recommendations, and maintain long-term relationships with businesses. Customer satisfaction therefore serves not only as a measure of business performance but also as a strategic asset capable of strengthening competitiveness and business sustainability. Cuong (2021) emphasized that customer satisfaction is closely associated with customers' perceptions of value and significantly influences repurchase intentions and long-term organizational performance. Previous studies have consistently demonstrated that customer satisfaction positively influences customer loyalty, retention, and organizational performance (Slack et al., 2020; Uzir et al., 2021).

Service quality is widely recognized as one of the primary determinants of customer satisfaction. According to Parasuraman et al. (1988), service quality reflects an organization's ability to meet customer expectations through reliability, responsiveness, assurance, empathy, and tangible aspects of service delivery. Tjiptono (2022) further emphasized that service quality represents an organization's capability to consistently provide services that satisfy customer expectations and create positive customer experiences. High-quality service enables businesses to create positive customer experiences by providing timely assistance, accurate information, and professional interactions. Such conditions are particularly relevant within the cosmetics retail industry because customers frequently seek product recommendations, beauty consultations, and guidance before making purchasing decisions. Prentice et al. (2020) found that service quality significantly contributes to customer satisfaction and customer loyalty because consumers tend to evaluate businesses based on their overall service experiences. Similar findings were reported by Uzir et al. (2021), who identified service quality as one of the strongest predictors of customer satisfaction in contemporary retail environments.

Price perception represents another important factor influencing customer satisfaction. Consumers generally evaluate prices not only in terms of affordability but also in relation to fairness and the value received from products and services (Ahmed et al., 2023; Rady et al., 2023; Reva et al., 2025). Positive price perceptions emerge when consumers believe that the benefits obtained from products are proportional to the costs incurred. Competitive pricing

strategies therefore play an important role in shaping consumer evaluations and purchasing decisions. Konuk (2019) reported that perceived price fairness significantly influences customer satisfaction and behavioral intentions. Research conducted by Aziza et al. (2024) further demonstrated that price perception positively affects customer satisfaction within the cosmetics retail sector because consumers tend to compare prices with product quality and expected benefits before making purchasing decisions (Lestari & Juhana, 2024; Muthmainnah et al., 2023; Adekoya & Laksitamas, 2024).

The importance of service quality and price perception in shaping customer satisfaction has also been confirmed by several studies conducted within Indonesia. Fakir et al. (2025) found that competitive pricing and service quality significantly influence customer satisfaction in the beauty and personal care industry. Similar findings were reported by Mayang and Kumbara (2025), who concluded that service quality and price play important roles in increasing customer satisfaction and customer loyalty within the cosmetics retail sector. Prasetya (2023) also demonstrated that service quality and pricing strategies contribute positively to customer evaluations and satisfaction outcomes. These findings indicate that customer satisfaction is strongly influenced by consumers' perceptions of service performance and pricing policies implemented by businesses.

Extensive research has examined the relationships among service quality, price perception, and customer satisfaction. Limited empirical evidence remains available within the context of local cosmetics retailers operating outside major metropolitan areas. Previous studies have predominantly focused on e-commerce platforms, large retail corporations, beauty clinics, or nationally recognized cosmetic brands. Relatively few studies have investigated customer satisfaction within local cosmetic retail businesses that directly interact with consumers and face unique competitive challenges in regional markets. This situation creates an opportunity to further explore the determinants of customer satisfaction within the context of local cosmetics retailers.

Rain Cosmetics Manokwari represents one of the growing cosmetics retailers serving consumers in Manokwari, Papua Barat. Increasing competition within the beauty industry requires the company to continuously improve service performance and implement pricing strategies that align with customer expectations. Customer satisfaction therefore becomes an important indicator for evaluating the effectiveness of managerial strategies adopted by the company. Understanding customer perceptions regarding service quality and price perception is essential for strengthening customer relationships, improving competitiveness, and supporting long-term business sustainability.

This study aims to examine the roles of Service Quality and Price Perception in shaping Customer Satisfaction among customers of Rain Cosmetics Manokwari. The study contributes to the marketing and consumer behavior literature by providing empirical evidence regarding customer satisfaction determinants within the cosmetics retail industry, particularly within regional markets that remain relatively underexplored. The findings are also expected to provide practical implications for cosmetic retailers seeking to enhance customer satisfaction through improved service performance and effective pricing strategies.

Methods

This study employed a quantitative research approach to examine the roles of Service Quality and Price Perception in shaping Customer Satisfaction among customers of Rain Cosmetics Manokwari, Papua Barat, Indonesia. The quantitative approach was selected because it enables researchers to measure the relationships among variables objectively through statistical

analysis and empirical testing. The study focused on customers who had purchased cosmetic and beauty products from Rain Cosmetics and possessed sufficient experience to evaluate the quality of services and pricing offered by the company.

The population of this study consisted of 375 customers of Rain Cosmetics Manokwari. The sample size was determined using the Slovin formula with a margin of error of 10%, resulting in a sample of 79 respondents. The use of a 10% margin of error was considered acceptable given the exploratory purpose of the study, the relatively homogeneous characteristics of the population, and practical limitations associated with data collection. This sample size was deemed sufficient to provide representative information regarding customers' perceptions of service quality, price perception, and customer satisfaction within the context of Rain Cosmetics Manokwari. Respondents were selected using purposive sampling techniques based on specific criteria, including customers who had previously purchased products from Rain Cosmetics and were willing to participate in the research. This sampling approach was considered appropriate because it allowed the researcher to obtain information from respondents who possessed relevant experience regarding the products and services provided by the company.

Primary data were collected through a structured questionnaire distributed directly to respondents. The questionnaire was designed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Service Quality was measured using indicators adapted from the SERVQUAL dimensions proposed by Parasuraman et al. (1988), including reliability, responsiveness, assurance, empathy, and tangible aspects. Price Perception was measured through indicators related to price affordability, price fairness, price competitiveness, and price suitability with product quality. Customer Satisfaction was measured through indicators reflecting customer expectations, overall satisfaction, satisfaction with purchasing decisions, and willingness to continue purchasing products from the company.

Data were collected through a structured questionnaire and analyzed using Statistical Package for the Social Sciences (SPSS) version 25. The analysis included descriptive statistics, validity and reliability testing, classical assumption testing, multiple linear regression analysis, coefficient of determination analysis, and hypothesis testing through F-tests and t-tests. According to Hair et al. (2022), multiple linear regression is an appropriate technique for examining the effects of multiple independent variables on a dependent variable. Therefore, this method was employed to analyze the effects of Service Quality and Price Perception on Customer Satisfaction. All hypotheses were tested at a significance level of 0.05.

Result and Discussion

Respondent Characteristics

This study involved 79 customers of Rain Cosmetics Manokwari who met the predetermined sampling criteria. The respondents consisted of customers who had previously purchased cosmetic and beauty products from Rain Cosmetics and were willing to participate in the study. Table 1 presents the demographic profile of the respondents.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	7	8.9
	Female	72	91.1
	Total	79	100.0
Age	< 20 Years	15	19.0

	20–25 Years	42	53.2
	26–30 Years	14	17.7
	> 30 Years	8	10.1
	Total	79	100.0
Occupation	Student	39	49.4
	Government Employee	8	10.1
	Private Employee	15	19.0
	Entrepreneur	11	13.9
	Others	6	7.6
	Total	79	100.0

Source: Processed Research Data (2026).

The respondent profile indicates that female customers dominated the sample, accounting for 91.1% of the respondents, while male customers represented only 8.9%. This finding reflects the nature of the cosmetics retail industry, where women constitute the primary target market. Regarding age distribution, respondents aged 20–25 years represented the largest group, accounting for 53.2% of the sample, followed by respondents aged below 20 years (19.0%). In terms of occupation, students constituted the largest respondent group at 49.4%, indicating that young consumers represent the primary customer segment of Rain Cosmetics Manokwari.

Instrument Testing

Validity Test

The validity test was conducted using Pearson Product Moment correlation analysis. An item was considered valid when the calculated correlation coefficient exceeded the critical value of the correlation table ($r\text{-table} = 0.221$, $n = 79$, $\alpha = 0.05$). The results of the validity test are presented in Table 2.

Table 2. Validity Test Results

Item	Correlation Coefficient (r)	r-table	Conclusion
X1.1	0.638	0.221	Valid
X1.2	0.691	0.221	Valid
X1.3	0.712	0.221	Valid
X1.4	0.734	0.221	Valid
X1.5	0.675	0.221	Valid
X1.6	0.791	0.221	Valid
X1.7	0.704	0.221	Valid
X1.8	0.682	0.221	Valid
X1.9	0.721	0.221	Valid
X1.10	0.756	0.221	Valid
X2.1	0.724	0.221	Valid
X2.2	0.765	0.221	Valid
X2.3	0.791	0.221	Valid
X2.4	0.823	0.221	Valid
X2.5	0.860	0.221	Valid
X2.6	0.801	0.221	Valid
X2.7	0.748	0.221	Valid
X2.8	0.776	0.221	Valid
Y1.1	0.762	0.221	Valid

Y1.2	0.801	0.221	Valid
Y1.3	0.835	0.221	Valid
Y1.4	0.867	0.221	Valid
Y1.5	0.912	0.221	Valid
Y1.6	0.884	0.221	Valid
Y1.7	0.853	0.221	Valid
Y1.8	0.821	0.221	Valid

Source: Processed Research Data (2026).

The results indicate that all questionnaire items achieved correlation coefficients exceeding the critical value of 0.221. Therefore, all measurement items were declared valid and suitable for further statistical analysis.

Reliability Test

Reliability testing was performed using Cronbach's Alpha to assess the internal consistency of the measurement instrument. A variable is considered reliable when the Cronbach's Alpha value exceeds 0.70.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Conclusion
Service Quality	0.886	Reliable
Price Perception	0.924	Reliable
Customer Satisfaction	0.935	Reliable

Source: Processed SPSS Data (2026).

The results indicate that all variables achieved Cronbach's Alpha values above the recommended threshold of 0.70. Therefore, the research instrument demonstrated a high level of reliability and consistency in measuring the variables under investigation.

Classical Assumption Testing

Normality Test

The normality test was conducted using the One-Sample Kolmogorov-Smirnov test.

Table 4. Normality Test Results

Test	Asymp. Sig. (2-tailed)	Conclusion
Kolmogorov-Smirnov	0.064	Normally Distributed

Source: Processed SPSS Data (2026).

The significance value obtained from the Kolmogorov-Smirnov test was 0.064, which exceeds the significance level of 0.05. Therefore, the residual data are normally distributed and satisfy the normality assumption required for multiple linear regression analysis.

Multicollinearity Test

The multicollinearity test was performed using Tolerance and Variance Inflation Factor (VIF) values.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
Service Quality	0.376	2.662	No Multicollinearity

Price Perception	0.376	2.662	No Multicollinearity
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Source: Processed SPSS Data (2026).

The tolerance values exceeded 0.10 and the VIF values were below 10. These findings indicate that no multicollinearity exists among the independent variables included in the regression model.

Heteroscedasticity Test

The heteroscedasticity test was conducted using the Scatterplot method by examining the distribution of standardized residuals against standardized predicted values.

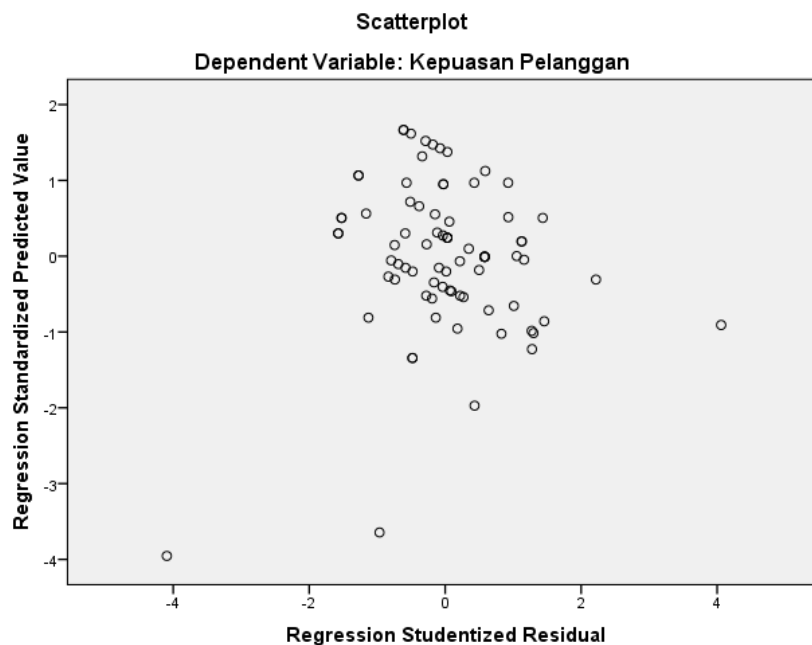


Figure 1. Scatterplot of Heteroscedasticity Test

Source: Processed SPSS Data (2026).

The scatterplot demonstrates that the residual points are randomly distributed above and below the zero line without forming a specific pattern. The points are dispersed throughout the plot and do not exhibit funnel-shaped, wave-like, or clustered distributions. These findings indicate that the regression model is free from heteroscedasticity problems and therefore satisfies the homoscedasticity assumption.

Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to determine the influence of Service Quality and Price Perception on Customer Satisfaction.

Table 6. Multiple Linear Regression Results

Variable	B	Std. Error	Beta	t-value	Sig.
Constant	3.190	1.649	-	1.935	0.057
Service Quality	0.213	0.065	0.257	3.308	0.001
Price Perception	0.684	0.077	0.693	8.911	0.000

Source: Processed SPSS Data (2026).

Based on the regression coefficients, the multiple linear regression equation can be formulated as follows:

$$Y=3.190+0.213X_1+0.684X_2+e$$

where:

Y = Customer Satisfaction

X₁ = Service Quality

X₂ = Price Perception

e = Error Term

The regression equation indicates that both Service Quality and Price Perception positively contribute to Customer Satisfaction. The positive coefficient of Service Quality suggests that improvements in service performance will increase customer satisfaction. Similarly, the positive coefficient of Price Perception indicates that more favorable customer perceptions regarding price will lead to higher satisfaction levels.

Coefficient of Determination (R²)

The coefficient of determination was calculated to assess the explanatory power of the regression model.

Table 7. Coefficient of Determination Results

Indicator	Value
R	0.910
R Square	0.827
Adjusted R Square	0.823
Std. Error of Estimate	2.044

Source: Processed SPSS Data (2026).

The R Square value of 0.827 indicates that 82.7% of the variation in Customer Satisfaction can be explained by Service Quality and Price Perception. The remaining 17.3% is influenced by other factors outside the scope of this study.

Simultaneous Significance Test (F-Test)

The F-test was conducted to determine whether Service Quality and Price Perception simultaneously influence Customer Satisfaction.

Table 8. ANOVA Results

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	1522.066	2	761.033	182.225	0.000
Residual	317.402	76	4.176		
Total	1839.468	78			

Source: Processed SPSS Data (2026).

The significance value of 0.000 is lower than 0.05, indicating that Service Quality and Price Perception simultaneously have a significant influence on Customer Satisfaction. Therefore, the proposed regression model is statistically acceptable.

Partial Significance Test (t-Test)

The t-test results revealed that Service Quality produced a regression coefficient of 0.213, a t-value of 3.308, and a significance value of 0.001. Since the significance value is below 0.05, Service Quality has a positive and significant effect on Customer Satisfaction. Therefore, the first hypothesis is accepted.

Price Perception achieved a regression coefficient of 0.684, a t-value of 8.911, and a significance value of 0.000. Since the significance value is below 0.05, Price Perception has a positive and significant effect on Customer Satisfaction. Therefore, the second hypothesis is accepted.

The standardized beta coefficient of Price Perception ($\beta = 0.693$) is considerably higher than the standardized beta coefficient of Service Quality ($\beta = 0.257$). This finding indicates that Price Perception is the most dominant factor influencing Customer Satisfaction among customers of Rain Cosmetics Manokwari.

Table 9. Summary of Hypothesis Testing

Hypothesis	Relationship	Result
H1	Service Quality → Customer Satisfaction	Accepted
H2	Price Perception → Customer Satisfaction	Accepted
H3	Service Quality and Price Perception → Customer Satisfaction	Accepted

Source: Processed SPSS Data (2026).

Overall, the findings demonstrate that both Service Quality and Price Perception significantly contribute to Customer Satisfaction. Among the two independent variables, Price Perception emerged as the strongest predictor of Customer Satisfaction, indicating that customers place substantial importance on price fairness, affordability, and value when evaluating their satisfaction with Rain Cosmetics Manokwari.

The findings of this study demonstrate that both Service Quality and Price Perception significantly influence Customer Satisfaction among customers of Rain Cosmetics Manokwari. The results indicate that Price Perception is the most dominant factor affecting Customer Satisfaction, followed by Service Quality. The high coefficient of determination ($R^2 = 0.827$) further suggests that the proposed model possesses strong explanatory power in explaining customer satisfaction within the cosmetics retail industry.

The results reveal that Service Quality has a positive and significant effect on Customer Satisfaction. The regression coefficient of 0.213 and significance value of 0.001 indicate that improvements in service quality contribute directly to higher levels of customer satisfaction. These findings support the SERVQUAL model developed by Parasuraman et al. (1988), which emphasizes that reliability, responsiveness, assurance, empathy, and tangible aspects of service are critical determinants of customer evaluations. Customers who experience prompt assistance, professional interactions, accurate information, and comfortable shopping environments are more likely to develop positive perceptions toward a retailer. Within the cosmetics industry, service quality becomes particularly important because customers frequently require product recommendations, skincare consultations, and guidance before making purchasing decisions. The ability of employees to provide personalized and responsive services therefore plays a crucial role in shaping customer experiences and satisfaction outcomes. These findings are also consistent with Tjiptono (2022), who argued that service quality represents an organization's ability to consistently fulfill customer expectations through reliable and customer-oriented service delivery. Superior service quality not only improves customer experiences but also enhances perceived value, strengthens trust, and ultimately

increases customer satisfaction. Therefore, organizations that continuously improve service performance are more likely to establish positive customer relationships and achieve sustainable competitive advantages in increasingly competitive retail markets.

The findings are consistent with the study conducted by Prentice et al. (2020), which demonstrated that service quality significantly contributes to customer satisfaction and customer loyalty through positive service experiences. Similar results were reported by Uzir et al. (2021), who found that service quality remains one of the strongest predictors of customer satisfaction within retail environments. The findings also align with research conducted by Fakir et al. (2025), which revealed that service quality positively influences customer satisfaction within the beauty and personal care sector. These similarities suggest that customers continue to place substantial value on service performance when evaluating their overall shopping experiences. For Rain Cosmetics Manokwari, maintaining high standards of employee responsiveness, product knowledge, and customer care may therefore contribute significantly to increasing customer satisfaction levels.

Price Perception was also found to exert a positive and significant influence on Customer Satisfaction. The regression coefficient of 0.684, t-value of 8.911, and significance value of 0.000 indicate that customers' perceptions regarding price play a critical role in shaping their satisfaction. The substantially larger coefficient associated with Price Perception suggests that pricing considerations are more influential than service quality in determining customer satisfaction among Rain Cosmetics customers. This finding indicates that customers evaluate not only the absolute level of prices but also whether prices are perceived as fair, reasonable, competitive, and consistent with product quality and benefits received.

These findings support the value-based perspective of consumer behavior, which suggests that customers assess products and services by comparing perceived benefits with the sacrifices required to obtain them. When customers perceive that prices are appropriate relative to product quality and expected outcomes, satisfaction is more likely to emerge. The findings are consistent with Konuk (2019), who reported that perceived price fairness significantly influences customer satisfaction and behavioral intentions. Similar evidence was provided by Aziza et al. (2024), who found that price perceptions positively affect customer satisfaction within the cosmetics retail sector. The results also support the findings of Mayang and Kumbara (2025), who concluded that pricing policies represent an important determinant of customer satisfaction and loyalty among cosmetics consumers. These studies collectively indicate that customers tend to evaluate prices in relation to value received rather than focusing solely on affordability.

The dominance of Price Perception within this study may be explained by the characteristics of the respondent profile. The majority of respondents were female consumers aged between 20 and 25 years, while nearly half of the respondents were students. Such demographic characteristics suggest that many customers possess relatively limited purchasing power and are therefore more sensitive to pricing considerations. Customers within younger age groups often compare prices across alternative brands and retailers before making purchasing decisions. Consequently, favorable price perceptions become an important factor influencing satisfaction evaluations. This finding suggests that maintaining competitive pricing strategies while preserving product quality may represent an effective approach for enhancing customer satisfaction within the cosmetics retail industry.

The simultaneous significance of Service Quality and Price Perception further indicates that customer satisfaction is formed through a combination of service experiences and economic evaluations. Customers do not evaluate a retailer solely based on how they are treated during

the purchasing process, nor do they focus exclusively on pricing considerations. Instead, satisfaction emerges when customers perceive that they receive high-quality services and fair value for the money they spend. The significant F-statistic confirms that the combined effects of these variables provide substantial explanatory power in understanding customer satisfaction among Rain Cosmetics customers.

The findings offer important managerial implications for Rain Cosmetics Manokwari and similar cosmetics retailers. Efforts to improve customer satisfaction should focus on strengthening employee service capabilities while simultaneously maintaining competitive and transparent pricing policies. Employee training programs aimed at improving communication skills, product knowledge, responsiveness, and customer assistance may contribute to better service experiences. Pricing strategies should also emphasize fairness, affordability, and consistency with product quality. Retailers that successfully integrate superior service performance with favorable price perceptions are more likely to create satisfied customers, strengthen customer relationships, and enhance long-term business sustainability within increasingly competitive cosmetics markets.

Conclusion

The findings of this study demonstrate that Service Quality and Price Perception significantly influence Customer Satisfaction among customers of Rain Cosmetics Manokwari. Service Quality positively contributes to Customer Satisfaction, indicating that improvements in reliability, responsiveness, assurance, empathy, and tangible aspects of service enhance customers' overall evaluations of their shopping experiences. Price Perception was found to exert the strongest influence on Customer Satisfaction, suggesting that customers place considerable importance on price fairness, affordability, and the value received relative to the products purchased. The simultaneous effect of Service Quality and Price Perception further confirms that customer satisfaction is formed through a combination of positive service experiences and favorable economic evaluations. The coefficient of determination indicates that both variables explain a substantial proportion of customer satisfaction, highlighting their strategic importance within the cosmetics retail industry. These findings confirm the proposed hypotheses and demonstrate that improving service performance and maintaining appropriate pricing strategies are essential for enhancing customer satisfaction at Rain Cosmetics Manokwari.

The findings provide practical implications for cosmetics retailers seeking to strengthen customer satisfaction and competitiveness. Management should continuously improve employee service capabilities through training programs that enhance communication skills, responsiveness, and product knowledge. Pricing policies should also emphasize fairness, affordability, and consistency with product quality to create positive customer value perceptions. From an academic perspective, future studies may expand the research model by incorporating additional variables such as product quality, brand image, customer trust, customer experience, or customer loyalty to provide a more comprehensive understanding of consumer behavior within the cosmetics retail sector. Broader research involving larger samples and different geographical locations may also contribute to the development of customer satisfaction literature in the beauty and personal care industry.

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