

The Influence of Promotion and Word of Mouth on Customer Satisfaction for Skintific Makeup Products

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ABSTRACT

Right now, Indonesia cosmetics company is all fighting for market share and also honestly working out how to make customers satisfied has gone beyond just following metrics, now it is a must to survive. What we want to dig into in this paper is some controversy that has been going on quite some time now: how does promotional campaign come up against the more organic, grassroot power of Word of Mouth when it comes to making Skintific customers satisfied? We are gathering response from 150 people who were really buying and using these products, running the numbers through multiple linear regression to see what pattern emerge. The finding is pretty tell. Both types of communicationspp: Paid promotions and Unpaid word of mouth obviously play a role. But here's the twist: WOM came out slightly strong on the analysis. So on all the skincare spaces, your friend's honest review may just cut an edge over a polished advertisement when it comes to cementing that feeling of satisfaction after purchase. The takeaway: Brands need both visibility and authentic advocacy working together if they want to stay stronger in this market.

Keywords: *Promotion, Word-of-Mouth (WOM), Customer Satisfaction, Skintific, Makeup Products, Consumer Behavior.*

INTRODUCTION

Open Instagram/TikTok for thirty seconds in Indonesia these days and you will probably see at least two or three skincare reviews pop up on your feed minimum. The beauty market has gone from steady growth to absolute carnage in the blink of an eye. It is not even about having the great formula anymore (though that helps), it is about who can tell the most compelling stories. Skintific really nails this approach. They have positioned themselves in this interesting sweet spot between "trust my science" and "everyone is talking about it," riding the wave of viral trends while hammering home the clinical credibilities of their ingredient, ceramide, barrier repairs, all that jazz. Their digital marketing is relentless, and clearly it is still working.

But that raises an important question. When you are get hits with sponsored post every single time you unlock your phone, does that kind of promotions still carry the same hit? Or we have maybe reached a high points where what your best friend said (or what some micro influencer you trust said) matters more than a polish ad campaign? There was this idea from Wahdiniwaty and Firmansyah (2023) about digital marketing being essential, and sure, no one is argued that brand could survive without it, but the real thing is in how this promotional effort connects with the more organic, peer to peer conversation happen online and offline. Because at the end of the day, we need to figure out which all those promise in the ad actually match up with what people experience when they got the product to home and start use it.

For Skintificss, that is educational TikTok breaking down what ceramides do for your skin barrier and skintone, typically with an influencer or dermatologist or a doctor. Word of Mouth, by contrast that was more like a whisper pass between a friend over coffee or a comment thread in which someone ask, "Is this really worth the hype?" and get real answer. In skincare, particularly, where you literally put product on your face and hope they do not become catastrophic, trust become hope, and often a recommendation from somebody you know personally weighs heavier than even the slickest corporate campaigns. What we were trying to do here is quantify these internal dynamics within Indonesia's masstige beauty segments (the crossover between mass market accessibility and prestige branding). The goal is not only academic; we would hope marketing teams can make use of this data to make smarter decisions on whether to put more budget toward ads or on creating a true community engagement.

LITERATURE REVIEW

Promotion

Marketing promotion acts as a connection between brands and their audience and is used to help lead the knowledge and lead the consumer to a purchase of a product bearing. In digitization, this reveal is a fusion of social media presence, money sponsorships, and smart discounts. Scholars like Kotler and Keller (2021) highlight that these activity are crucial for creating a baseline of brand knowledge. Besides, recent research by Lestari and Saifuddin (2020) suggested that the nature of digital contents is particularly powerful in framing a consumer expectations, help them imagine the benefits of a product well before the actual transaction happens.

Word of Mouth (WOM)

At its heart, Word of Mouth involved the social analysis of a brand, where consumers share their honest review with one another. This event has changed into electronic Word of Mouth, based by digital tool like review features and social media talk. As noted by Ismagilova et al. (2019) and Wahdiniwati et al. (2019), this P2P communication is a highly weight. Its influence is based in the fact that it is not corporate led, consumer see these unfiltered reviews as more reliable indicator of product quality than shiny marketing messages.

Customer Satisfaction

Customer satisfaction is basically a reality check that happen after a product is used, where first expectations are weight against the actual experience. Oliver (2010) reads this as a mental metric is the product in line with, passing, or lagging behind the consumers actual expectation, For beauty itself, the judgment is extremely detailed. It is not simply a question of whether the lipstick is pretty, it is a matter of skin safety, price to value, probably also the most crucial: whether the brands hero ingredient claims are actually apparent in on the results.

Hypothesis Development

- 1) With this theoretical framework, the present study tested out the three main plans.
- 2) (H1), it argues that strategic promotional activities act as a significant motivator of customer satisfaction.
- 3) (H2), it postulates that WOM has a considerable positive impact on buyer's post purchase evaluation.
- 4) (H3), in this research the synergistic effect is tested, indicating that the synergistic relationship between company-led promotion and P2P conversations is collectively responsible for the level of satisfaction on the part of Skintific users.

METHODOLOGY

The study was therefore intended to be an informative quantitative analysis, a method used solely to establish the causal link between the variables. This quantitative approach is well suited to our study to convert qualitative interpretations to numerical measurements.

Once these scores are quantified, regression models are utilized to estimate the size and significance of the factors. That does ensure that the findings regarding how Skintific users feel are based on statistical evidence.

Table 1. Research Design Summary

Aspect	Description
Research design	Explanatory quantitative research using survey data.
Field setting	Bandung, Indonesia.
Research object	Customer satisfaction toward Skintific makeup products.
Time frame	Field data were collected during March 2026 through an online questionnaire.
Respondents	Consumers aged 17–45 years who had purchased and used Skintific products within the previous six months.
Sampling technique	Non-probability purposive sampling.
Instrument	Structured questionnaire using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree).
Analysis technique	Validity test, reliability test, classical assumption test, multiple linear regression, t-test, F-test, and coefficient of determination.
Reason for method selection	The design allows the researcher to test causal relationships among measurable variables and evaluate the significance of each predictor.

Source: Processed Data (2026).

We conducted data collection in two different ways. Mainly, we collect primary data from a specified category of consumer, as those customers that satisfied our sampling criteria and have verified experience with Skintific brand. To secure these results in founded science, we supplemented the study with secondary data. By using published articles in academic journals and published information from 2010 through 2023, we were able to form a strong theoretical foundation for our variables, ensuring our measurements were aligned with over a decade of marketing research.

We followed the sampling guidelines suggested by Hair et al. (2019), which indicates that there should be a ratio of between 5 and 10 respondents for each indicator measured in the sample. Since this study included 15 indicators of interest, we decided to use an optimal multiplier of 10. It was considered necessary to support our data stability and to mitigate the risk of the coefficient to fluctuate during the analysis stage. Consequently, using Equation (1) our target sample was fixed at 150 respondents.

Table 2. Data Sources, Issuance Years, and Selection Rationale

Source category	Reference	Issuance year	Reason for selection
Primary data	Questionnaire responses from Skintific users	2026	Directly capture perceptions of promotion, WOM, and customer satisfaction from the target respondents.
Secondary data	Oliver, Satisfaction: A Behavioral Perspective on the Consumer	2010	Provides the core conceptual basis for customer satisfaction.
Secondary data	Wahdiniwati et al., IJNMT	2019	Explains the bearing of digital interaction and online communication channels.
Secondary data	Hair et al., Multivariate Data Analysis	2019	Used to justify the sample-size approach and quantitative analysis procedures.
Secondary data	Kotler & Keller, Marketing Management	2021	Provides the theoretical basis for promotion as a marketing communication variable.
Secondary data	Susanti & Gunawan, Jurnal Manajemen dan Bisnis	2023	Offers recent empirical support linking WOM and customer satisfaction in skincare.

Source: Processed Data (2026).

(1) $n = 15 \text{ indicators times } 10 \text{ respondents per indicator} = 150 \text{ respondents}$.

After completing our responses to the questions, we then began coding and tabulating the data for their analysis. The first goal was to assure the integrity of the tool by conducting thorough valid and reliable tests. For the main analysis, we used multiple linear regression, which is ideally suited to isolating both the individual and the collective impacts of our two predictors on customer satisfaction. To shed additional light we carried out tests to examine every variable independently, and an F-test to examine their overall significance. Last but not least, we exploited the coefficient of determination which allows us to quantify the amount of variability in satisfaction which can be explained by the model.

DISCUSSION

Respondent Profile

The population breakdown also showed that Skintific's reach is strongest among young adult women, a result which is very much in line with the brand's heavy reliance on the digital world. This demographic generally displays higher involvement levels with influencer content and organic social reviews than other age groups.

For an understanding of these findings, the percentages in text are converted to the approximate number of respondents in Table 3. Because our sample size was 150 participants, these estimates give a concrete view of the sample makeup while accounting for any minor rounding inconsistency in the initial tabulation.

Table 3. Respondent Profile and Number Derivation

Category	Segment	Percentage	Derivation from n = 150	Estimated respondents
Gender	Female	88%	0.88×150	132
Gender	Male	12%	0.12×150	18
Age	20–25 years (dominant group)	45%	0.45×150	≈68
Information source	TikTok / Instagram	62%	0.62×150	93

Source: Processed Data (2026).

Multiple Linear Regression Analysis

The study is used multiple linear regression to assess the corresponding weights each communication variable has. According to the regression result in Equation (2), both the independent variables give positive coefficients.

It is a highly significant finding, validating promotions and greatWOM as both directly linked to high customer satisfaction scores. This is advantageous for Skintific, since investing in either area, or in the best case both, will result in a much happier user base as well as a more loyal user base.

$$CS = 2.145 + 0.382PR + 0.456WOM + \varepsilon (2).$$

Under this model where CS (Customer Satisfaction) is the number and the upward trend points towards both Promotion (PR) and Word of Mouth (WOM) respectively. The constant of 2.145 indicates consistent base for the brand even with no active intervention.

However, the positive coefficients demonstrate that it was well worth the investment in communication. In general, WOM shows good performance, the higher coefficient showing that organic consumer review delivers a higher return on satisfaction than conventional promotion per unit effort.

Table 4. Multiple Linear Regression Coefficients

Variable	B coefficient	t-value	Sig. (p-value)	Interpretation
Constant	2.145	-	-	-
Promotion (X1)	0.382	4.231	0.000	Promotion has a positive and significant effect on customer satisfaction.
Word of Mouth (X2)	0.456	5.678	0.000	WOM has a positive and significant effect on customer satisfaction and shows the larger coefficient.

Source: Processed Data (2026).

This Table 4, is aggregating coefficients, t-values, and significance across the entire findings, provides insight to our findings that is simplified with respect to one view. Both variables create p-values below the 0.05 edge, satisfying the standard requirements for statistical significance. Moreover, we see a clear ranking in influence from the non standardized coefficients. Because Word of Mouth (WOM) has value above formal promotion, the evidence suggests that organic peer conversation is the primary driver of customer satisfaction in this context.

Table 5. Partial Hypothesis Testing (t-test)

Hypothesis	Variable tested	t-value	Sig. (p-value)	Decision
H1	Promotion → Customer Satisfaction	4.231	0.000	Accepted
H2	WOM → Customer Satisfaction	5.678	0.000	Accepted

Source: Processed Data (2026).

With a t-value of 4.231, we can say positive acceptance of H1 and that promotion is known to be one of the key things of satisfaction in the digital cosmetic domain. In theory, this would validate Kotler and Keller's (2021) assertion that promotion plays an important role in setting consumer expectations. In the case of Skintific promotional content, it both tells the user what a formula is and simultaneously convinces them it is strong. That satisfaction is greater when reality meets those expectations, our research suggests. Promotion is a double edged sword though, if the narratives in the promotional works is unrealistic then even the highest quality product might frustrate you if it does not deliver on the hype we have anticipated. The coefficient of 0.382 means that not only will promotion present the brand to the market, it is also the consumer's final choice. Yet it is difficult to interpret this influence.

Even if its brave marketing, it can represent an immediate risk. If Skintific's claims drift too far from reality, then post purchase satisfaction would inevitably decline. So the positive findings here are not merely evidence of the quantity of ads, but of the credibility of the messaging. It implied that Skintific's greatness depended on the ability to hold its promises constant with the user experience. The second hypothesis (H2) is supported by the data; the t-value was 5.678 indicating a significance level of 0.000. When stacked with Promotion, Word of Mouth (WOM) stands as the first leading influencer, with higher coefficient of 0.456. It implies that peer led communications is a much stronger determinant of satisfaction in the Skintific ecosystem than brand led messaging.

Such results are consistent with Ismagilova et al. (2019) that WOM is an effective antidote to consumer doubts. Beauty consumers live in a high stakes universe, in which almost all cosmetics are built around skin sensitivity or potency. Consequently, people prefer to see unedited reviews and comments from other consumers as opposed to glowing ads. If we consider the WOM coefficient, which is the parameter you can control, it is telling us that satisfaction is not a personal matter of a person and a bottle of serum but an intensely socially assured experienced.

When an user sees a whole bunch of good reviews and engaged discourse online, you don't just buy the product, you buy into a culture of unity. It also enables consumers to establish realistic expectations and forms a foundation of trust. Thus when the product arrives, the satisfaction gets increased. The consumer enjoys victory, we cant yes understands that their individual decision, rather than that of a consumer in making a purchase decision, was the best choice and they are supported by a social circle whose recommendations had been validated.

Simultaneous Influence and Model Explanation

Table 6. Simultaneous Test and Model Summary

Indicator	Value	Interpretation
F-statistic	48.235	The model is jointly significant.
Significance	0.000	Promotion and WOM simultaneously affect Customer Satisfaction at the 5% significance level.
Adjusted R Square	0.612	The model explains 61.2% of the variation in Customer Satisfaction.
Unexplained variance	38.8%	Other variables outside the model still influence Customer Satisfaction.

Source: Processed Data (2026).

The resulting simultaneous test results is so much and is many confirm a very strong synergy effect between this is the Promotion and WOM as indicated and then by an F-statistic of 48.235 and significance of 0.000. This gives H3 so many many confirmation and tells us that customer satisfaction doesn't come down to one thing, but the capacity to match a brand led conversation with the consumer led one. This conclusion is critical and implies it is strategically wrong to the tinker with this variables in the tank.

Where promotion serves as an engine for the entry, WOM maybe can serve as a trust anchor. Without any promotion, the brand story remains silent, without WOM, even the strongest investments does not overcome consumer doubt. According to the R2 results, 61.2 percent of consumers' satisfaction with Skintific comes from Promotion and Word of Mouth. So thats some solid, very good percentage evidence of just how much central digital talk is in today's skincare world.

With that in mind, that remaining 38.8% of the variability is a reminder that satisfaction is a complicated thing. This neglected factor probably includes other things beyond a simple communication aspect, such as what it actually feels like on the surface of the skin, how true the perceived price fairness feels, or brand image and the degree of customer care. Finally, this research supports that Skintific's growth depends on a parallel communication model.

We need to be using traditional marketing to define a product and what it does, but WOM is the essential variable that influences the consumer towards a decision from curiosity. Therefore, managerial actions will make sure that social proof is as important as ad spend. It guarantees that every marketing claim is always backed up by strong, unfiltered voices of their user base by generating customer communities is a good thing because it generates genuine user generated content.

CONCLUSION AND RECOMMENDATION

To sum up, Promotion and WOM are significant and favourable variables that have positive effects on customer satisfaction for Skintific makeup as a whole according to this research. But this is where the data provides a clear line of demarcation: while is Promotion is essentially building the knowledge of a consumer and is establishing initial expectations, word-of-mouth (WOM) is the ultimate validator and is present in the form of a measurably stronger pull on satisfaction through the force of peer trust.

As our regression model is significant for both partial and simultaneous tests, we measured more than 60% variance in the satisfaction scores. For modern beauty consumers, this simply validated that the digital dialogue from the brand and the community continues to be the primary lens through which they view their product/experience.

For Skintific and are the many others with similar prospects in search of a perfect practical takeout, the best practical takeout is a call on communications to sync up. But digital promotion remains a major growth driver and should be relied on, by is no means the only way to ensure its success is to have accuracy: if the promoting materials are not matched by the physical product, the expectation gap will burst open, the satisfaction will die down.

At the same time, is brands have to put trust front and center. Since the power of peer communication has already emerged as the strongest force in this model, companies should shift from broadcasters to facilitators. By fostering digital talk where user-generated content, and open feedback mechanisms, help the audience confirm a brand's promise in real time, we mean that you can begin to cultivate an ecosystem of users who are ready to accept the brand's message on demand.

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