

THE INFLUENCE OF PRODUCT KNOWLEDGE, PRODUCT EXPERIENCE, AND PRODUCTS BENEFITS ON CUSTOMERS' SATISFACTION AND ITS IMPACT ON E-WOM MS GLOW COSMETIC CUSTOMERS IN PALU CITY

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ABSTRACT

This research aims to determine and analyze the influence of product knowledge, product experience and product benefits have significant effect on customers' satisfaction and its impact on the E-Wom of MS Glow Cosmetics customers in Palu City. The research population were MS Glow Cosmetics customers in Palu City. The sample in this research were 80 respondents. This is causal descriptive research with the data analysis technique used is partial least square (PLS). The data analysis technique used a smart software program (PLS) 3.0. The results reveal that the product knowledge variable have positive and significant influence on customers' satisfaction with MS Glow Cosmetics in Palu City with a Sig-t value of 0.003. Furthermore, the product knowledge variable has positive and significant influence on the E-Wom of MS Glow Cosmetic customers in Palu City with a Sig-t value of 0.002. The product experience variable has positive and significant influence on customer satisfaction with MS Glow Cosmetics in Palu City with a Sig-t value of 0.000. The product experience variable has an influence, but is not significant on the E-WOM of MS Glow Cosmetics customers in Palu City with a Sig-t value of 0.176. Furthermore, the product benefit variable has an influence, but is not significant on customer satisfaction with MS Glow Cosmetics in Palu City with a Sig-t value of 0.095. The product benefit variable has a positive and significant influence on the E-Wom of MS Glow Cosmetics customers in Palu City with a Sig-t value of 0.049. And finally, the customer satisfaction variable has a positive and significant influence on the E-WOM of MS Glow Cosmetics customers in Palu City with a Sig-t value of 0.010.

Keywords : Product Knowledge, Product Experience, Product Benefits, Customer Satisfaction and E-Wom.

INTRODUCTION

Every woman has the same desire, namely wanting to look beautiful and pleasing to the eye, so that care and cosmetic products are an absolute necessity for her. Cosmetics are ingredients or mixtures of ingredients to be rubbed, attached, sprinkled, sprayed, inserted or poured on the body or body parts with the intention of cleaning, maintaining, increasing attractiveness or changing the appearance and are not included in the drug class (Trenggono, 2017).

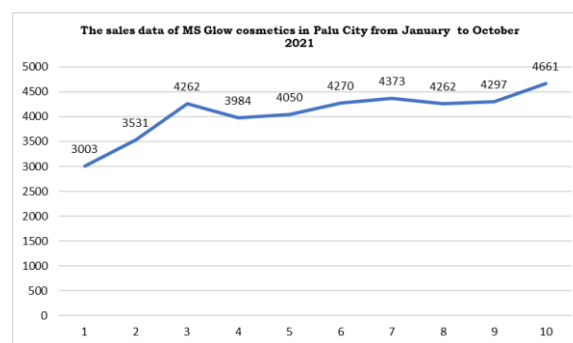
MS Glow Cosmetics is one of the few local Indonesian cosmetic brands that are quite successful in the market. Started the business for the first time in 2013. Ms Glow Cosmetics proves that local products are not inferior to international products. Now the name Ms Glow is highly considered in the cosmetic industry, especially after winning the Indonesia Best Brand Award

(IBBA) in 2020 for the Ms Glow treatment category. The hope is that it can work wonders on the skin of every user. These results are expected to prove quite successful, as seen from the high interest of users of MS Glow products in Indonesia.

This statement is in line with research conducted by Suhaila (2020), the effect of Knowledge of Cosmetic Products on Customer Satisfaction at the Indragiri Hilir Bird Island Market according to the Sharia Economic Perspective. This research is a dilator behind where product knowledge is one of the factors that influence customer satisfaction because it is directly related to the explanation and service provided to customers, a clear explanation of cosmetic products will provide its own satisfaction for its customers. The problem in this study is whether there is a positive and significant effect of knowledge of cosmetic products on customer satisfaction in the Bird Island market on Indragiri Hilir and how does Islamic Economics review about customer satisfaction in the Bird Island market on Indragiri Hilir.

The sales data for MS Glow Cosmetics in Palu City from January to October in 2021 are as follows :

Table 1



(Source: Ms Glow Cosmetics Palu City, 2021)

Based on Table 1 above, it can be seen that sales of Ms Glow cosmetics in Palu City for a month tend to increase every month as in January the products sold 3003 MS Glow products, in February there were 3531 MS Glow products, in March 4262 MS Glow products, April as many as 3984 MS Glow products, in May as many as 4050 MS Glow products, in June as many as 4270 MS Glow products, in July as many as 4373 MS Glow products, in August as many as 4262 MS Glow products, in September as many as 4297 MS Glow products, and in October as many as 4661 MS Glow products. However, if you pay attention to each MS Glow cosmetic product, it can be seen that the number of sales in Palu City is not stable, due to the many competitors who provide better offers to potential customers such as product experience offerings, even better product benefits at more affordable prices for consumers. Therefore, it is very important for MS Glow companies to analyze or observe effective marketing strategies, so that companies can know and understand the nature of their customers by choosing the right strategy.

According to Kotler and Keller (2016: 27) Marketing is something that is done to meet every need (consumer needs) in ways that benefit all parties. The formal definition offered by the America Marketing Association (AMA) quoted by Kotler and Keller (2016: 27) states that marketing is a function, organization and set of processes for creating, communicating, delivering and delivering superior customer value. According to Sunyoto (2015: 5), marketing is a process

by which individuals and groups get what they need and want by creating and exchanging products and value with other individuals and groups. According to Tjiptono (2015: 15) defines that marketing is a series of activities, institutions and processes of creation, which are carried out by companies to stimulate demand for products or services and ensure that the products sold can be delivered to customers.

According to Sunyoto, (2012: 257), there are various factors that influence why someone buys a certain product to meet their needs and desires, between needs and wants there is a difference. Needs are instinctive while wants are needs for help that are shaped by the environment such as the family environment, workplace, social groups, neighbors and so on. Meanwhile, according to Kolter and Keller (2016: 186) states that consumer behavior is the study of how individuals, groups, and organizations choose. According to Yeep J, et al (2014). Electronic Word of Mouth (E-WOM) is a new typology in online communication which is similar to traditional communication, namely word of mouth.

This statement is in line with research conducted by Maulana (2021), The Effect of Electronic Word of Mouth on Purchase Decisions mediated by Brand Trust in Bukalapak. In addition, Electronic Word of Mouth (E-WOM) can be defined as a communication medium to share information about a product or service that has been consumed between consumers who did not know each other in the previous meeting.

METHOD

Type of Research

The research is a descriptive with quantitative method, with which a descriptive verification approach, namely research that uses the presentation of answers from the results of thoughts whose truth is temporary (hypotheses).

Data Collection Technique

Data collection techniques are very important in this research, namely to support the results, the authors collect the necessary data through questionnaires and observations.

Research Population

Population is defined as the total number of all members studied. The research population were Ms Glow cosmetic customers in Palu City. The size of the population is unknown, because it is unknown.

Research Sample

According to Sugiyono (2015:15) defines 'sample as part of a certain number of samples that can be taken from a population and examined in detail'. Meanwhile, according to Sugiyono (2015: 56) defines 'sample as part of the number and characteristics possessed by the population'. Because the population is unknown, the researcher uses purposive sampling in sampling that does not provide equal opportunities for each member of the population.

To determine the number of samples to be taken, the researcher uses a formula based on Roscoe's theory (in Sugiyono, 2017:103) which states that several references, one of which is 'if the research will conduct multivariate analysis (e.g. correlation or multiple regression) then the number of members sample of at least 20 times the number of variables to be studied where there are 3 independent variables (product knowledge (X1), product experience (X2), and product benefits (X3) and 1 dependent variable (customer satisfaction (Y1) and Electronic Word of Mouth (E-WOM) (Y2). sample members are $20(3+1) = 4 \times 20 = 80$ respondents.

Sampling Technique

The sampling technique in this research used several data collection techniques, namely as follows :

1. Literature Review Technique is a way of collecting data by studying books, journals and other supporting data with the aim of obtaining a theoretical basis.
2. Direct Observation Technique is a method in which researchers conduct surveys and observations or direct observations at the research location.
3. Interview, is to test the truth of information with parties related to the problem under study, in order to reveal the facts that occur in the field.
4. Questionnaires are researcher asking respondents to fill out a questionnaire that has been prepared by distributing a list of questions (questionnaires) to respondents to obtain data regarding: product knowledge, product experience and product benefits on customer satisfaction Ms Glow Cosmetics in Palu City.

Variable Operations

The matrix of operationalization of variables from this research can be seen as follows :

Table 2

Variable Operationalization Matrix

Operational Matrix of Research Variables

Research Variable	Dimension
Product Knowledge (X1) Source: Suhaila (2020)	1. Product Knowledge
	2. Purchase Knowledge
	3. Usage Knowledge
Product Experience (X2) Source: Notoatmojo (2012)	1. Experience when purchasing
	2. Pleasant Experience
Product Benefits (X3) Source: Tjiptono (2003:141)	1. Emotional Benefits
	2. Social benefits
	3. Quality Benefits
	4. price Benefits
Customers' Satisfaction (Y1) Source: Lupiyoadi, (2011:158)	1. Product Quality
	2. Product Image
	3. Emotional
	4. Cost
Electronic Word Of Mouth (E-WOM) (Y2) Source: Henning et al (2004) Source: Data processed, 2021.	1. Aid supply
	2. Attention to other consumers
	3. Express positive experienc/ self-improvement)
	4. Economic Incentive

Data Analysis Method

This research was conducted with a Structural Equation Model (SEM) approach using Partial Least Square (PLS) software, namely Smart PLS version 3.0 software.

1. Measurement Model (Outer Model)

The measurement in this study is a reflective model. The three-component measurement model (outer model) in the research is as follows :

- a) Convergent Validity
- b) Discriminant Validity
- c) Composite Reliability
- d) Average Variance Extracted (AVE).
- e) Cronbach's Alpha

2. Structural Model (Inner Model)

The measurement of the inner model is carried out to determine the degree of influence of the relationship between variables by using the R-Square (R²) value and comparing the T-statistic with the T-table.

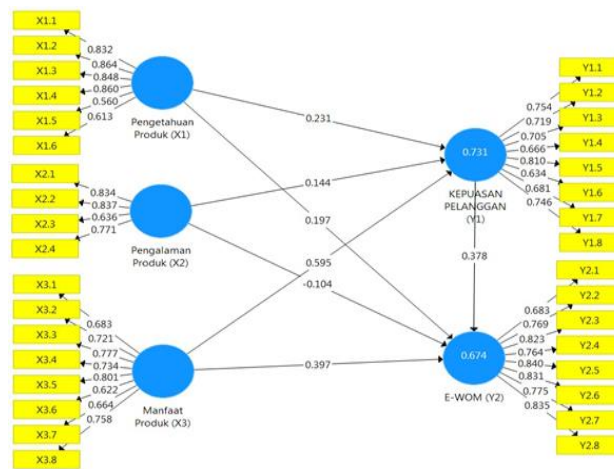
RESULT AND DISCUSSION

Results

It is necessary to tabulate the data to make the level of consumer responses regarding product knowledge, product experience and product benefits on customer satisfaction and its impact on the customer's Electronic Word of Mouth (E-WOM) where each question item has a distance of 1 to 5 which was tested on 80 respondents.

1. Test the Measurement Model (Outer Model)

The outer model focuses on the relationship between latent variables and their indicators and describes how existing indicators relate to latent variables.



Source: PLS Algorithm, 2022.

Figure 1
Algorithm Analysis Model

a. Converged Validity

The convergent validity of the measurement model with reflexive indicators is assessed based on the correlation between the item scores/component scores estimated with smartPLS 3.0. Individual reflexive measure is said to be high if it has a correlation of more than 0.70 with the construct being measured. If the loading factor value is less than 0.70, modifications will be made by removing the indicator.

At first the value of the outer model did not meet the convergent validity because there were still indicators that had a loading factor value below 0.70. Then the model modification is carried out by issuing indicators that have a loading factor value below 0.70 so that the modified model which shows that all loading factor values have a value above 0.70 so that the constructs for all variables have not been eliminated from the model.

b. Discriminant Validity

This value is the value of the cross-loading factor that is useful to determine whether the construct has adequate discriminant, namely by comparing the value of the loading of the intended construct to be greater than the value of the loading of the other constructs. The results of the discriminant validity test obtained that the product knowledge variable with the indicator (X1.1-X1.6) was higher than the correlation X1.1-X1.6 with other variables, namely product experience, product benefits, customer satisfaction and Electronic Word of Mouth (E-WOM). This also applies to the product experience variable with the indicator (X2.1-X2.4) higher than the correlation X2.1-X2.4 with product knowledge, product benefits, customer satisfaction and Electronic Word of Mouth (E-WOM). Then the product benefit variable with the indicator (X3.1-X3.8) is greater than the correlation X3.1-X3.8 with other indicators, namely product knowledge, product experience, customer satisfaction and Electronic Word of Mouth (E-WOM). Furthermore, the customer satisfaction variable with the indicator (Y1.1-Y1.8) is greater than the correlation Y1.1-Y1.8 with other indicators, namely product knowledge, product experience, product benefits and Electronic Word of Mouth (E-WOM). Then the variable Electronic Word of Mouth (E-WOM) with an indicator (Y2.1-Y2.8) is greater than the correlation Y2.1-Y2.8 with other indicators, namely product knowledge, product experience, product benefits and customer satisfaction. This proves that the latent variables (product knowledge, product experience, product benefits, customer satisfaction and Electronic Word of Mouth (E-WOM)) predict indicators in the blocks of each variable compared to other blocks.

c. Composite Reliability

Reliability criteria can be seen from the reliability value of a construct. A construct that has high reliability if the value reaches 0.70, and the results of the reliability value show that the five variables, namely product knowledge, product experience, benefits, customer satisfaction and Electronic Word of Mouth (E-WOM) have high reliability values because > 0.70 .

d. Average Variance Extracted (AVE)

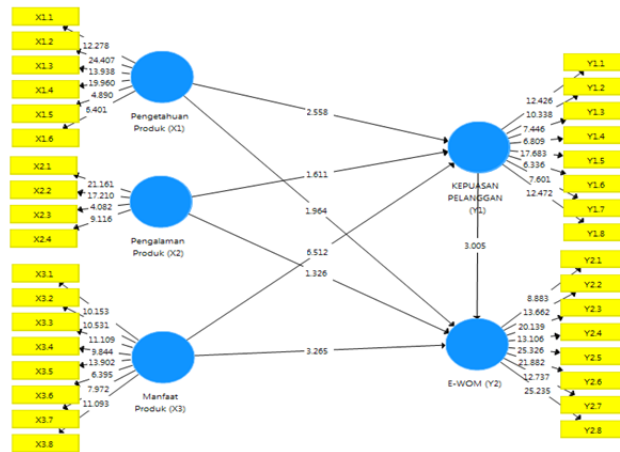
The reliability criteria can also be seen through the Average Variance Extracted (AVE) value. A construct is declared reliable if the value is above 0.50, and the reliability results show that the five variables, namely product knowledge, product experience, product benefits, customer satisfaction and Electronic Word of Mouth (E-WOM), have an Average Variance Extracted (AVE) value which high because it exceeds 0.50 which indicates that all of these variables are reliable.

e. Cronbach's Alpha

The reliability test was strengthened by Cronbach's Alpha with the condition that the Cronbach's alpha value was above 0.60 for all constructs, and the results of the reliability values showed that the five variables had values that exceeded the required 0.60 value, so they were declared reliable.

2. Structural Model Test (Inner Model)

Testing of the inner model or structural model is carried out to see the relationship between the construct, significance value and R-square of the research model. The structural model was evaluated using R-square for the dependent construct of the t-test and the significance of the coefficients of the structural path parameters.



Source: PLS Algorithm, 2022.

Figure 2
Structural Model

In principle, this research uses two variables that are influenced by other variables, namely customer satisfaction and Electronic Word of Mouth (E-WOM) which are influenced by product knowledge, product experience and product benefits. Table 4.11 shows the R-square value for the customer satisfaction variable and Electronic Word of Mouth (E-WOM) with a value for the customer satisfaction variable which is 0.731 which indicates that 73.1% can be influenced by product knowledge, product experience, and product benefits and the remaining 26.9% is influenced by other factors. Then the value for the Electronic Word of Mouth (E-WOM) variable is 0.674 which indicates that 67.4% can be influenced by product knowledge, product experience, and product benefits and the remaining 32.6% is influenced by other factors.

3. Hypothesis Testing

To assess the significance of the predictive model in testing the structural model, it can be seen from the T-statistic value and the P-Value value between the independent variable to the dependent variable. The research hypothesis is accepted if the P-Value is <0.05. The following shows the T-statistic and P-Value values in the following path coefficients table.

Tabel 3
Path Coefficients

	Original Sample (O)	Standard Deviation	T-Values	P-Values	Remark
Product Knowledge-Customers' Satisfaction	0,378	0,128	2,941	0,003	Significant
Product Knowledge-Electronic Word of Mouth (E-WOM)	0,397	0,128	3,108	0,002	Significant
Product Knowledge-Customers' Satisfaction	0,595	0,090	6,578	0,000	Significant
Product Knowledge-Electronic Word of Mouth (E-WOM)	-0,104	0,077	1,356	0,176	Insignificant
Product Benefit-Customers' Satisfaction	0,144	0,086	1,671	0,095	Insignificant
Product Benefit-Electronic Word of Mouth (E-WOM)	0,197	0,100	2,969	0,049	Significant
Customers' Satisfaction-Electronic Word of Mouth (E-WOM)	0,231	0,090	2,572	0,010	Significant

Source: Data processing with PLS, 2022

Before testing the hypothesis, it is known that the T-table values for the 95% confidence level (α is 5%) and the degrees of freedom ($df = n - 5 = 80 - 5 = 75$) are 2.002. If the T-statistic value is > 2.002 then the hypothesis is accepted otherwise if the T-statistic value is < 2.002 then the hypothesis is rejected.

a. Hypothesis Testing 1

Based on Table 3, it can be seen that the original sample estimate of product knowledge is 0.378 with a significance below 5% as indicated by the T-statistic value of product knowledge $2.941 > 2.002$. A positive original sample estimate value indicates that product knowledge has an effect on customer satisfaction. Based on the regression model, it can be concluded that the first hypothesis is accepted.

b. Hypothesis Testing 2

Based on Table 3, it can be seen that the original sample estimate value of product knowledge is 0.397 with a significance below 5% as indicated by the T-statistic value of product knowledge $3.108 > 2.002$. A positive original sample estimate value indicates that knowledge has an influence on Electronic Word of Mouth (E-WOM). Based on the regression model, it can be concluded that the second hypothesis is accepted.

c. Hypothesis Testing 3

Based on Table 3, it can be seen that the original sample estimate value for product experience is 0.595 with a significance below 5% as indicated by the T-statistic value of product experience $6.578 > 2.002$. A positive original sample estimate value indicates that product experience has an influence on customer satisfaction. Based on the regression model, it can be concluded that the third hypothesis is accepted.

d. Hypothesis Testing 4

Based on Table 3, it can be seen that the original sample estimate value for product experience is -0.104 with a significance below 5% as indicated by the T-statistic value of product experience $1.356 < 2.002$. A positive original sample estimate value indicates that product

experience has no influence on Electronic Word of Mouth (E-WOM) satisfaction. Based on the regression model, it can be concluded that the fourth hypothesis is rejected.

e. Hypothesis Testing 5

Based on Table 3, it can be seen that the original sample estimate of product benefits is 0.144 with a significance below 5% as indicated by the T-statistic value of product benefits $1.671 < 2.002$. A positive original sample estimate value indicates that the benefits of the product have no influence on customer satisfaction. Based on the regression model, it can be concluded that the fifth hypothesis is rejected.

f. Hypothesis Testing 6

Based on Table 3, it can be seen that the original sample estimate of product benefits is 0.197 with a significance below 5% as indicated by the T-statistic value of product benefits $2.969 > 2.002$. A positive original sample estimate value indicates that the benefits of the product have an influence on Electronic Word of Mouth (E-WOM). Based on the regression model, it can be concluded that the sixth hypothesis is accepted.

g. Hypothesis Testing 7

Based on Table 3, it can be seen that the original sample estimate of customer satisfaction is 0.231 with a significance below 5% as indicated by the T-statistic value of customer satisfaction $2.572 > 2.002$. The positive original sample estimate value indicates that customer satisfaction has an influence on Electronic Word of Mouth (E-WOM). Based on the regression model, it can be concluded that the seventh hypothesis is accepted.

Discussions

The Influence of Product Knowledge on Customers' Satisfaction

Product knowledge is represented by 3 dimensions, namely product knowledge dimensions, purchasing knowledge dimensions, and usage knowledge dimensions. The product knowledge dimension describes advertising on social media for MS Glow cosmetic products so that they can compete with other cosmetics and can be known again by consumers, especially the people of Palu City. Furthermore, the purchasing knowledge dimension has two indicators, namely knowing the purchase of MS Glow products from social media and knowing the purchase of MS Glow from friends, with these indicators it can provide opportunities for MS Glow Cosmetics companies in terms of purchasing, so that customers do not have difficulty in purchasing the MS Glow Cosmetics they buy. Then the last dimension of the product knowledge variable, namely knowledge of usage, has two indicators, namely knowing how to use MS Glow from friends and knowing how to use MS Glow based on information from the seller when buying the product. The indicators can provide opportunities for MS Glow companies by providing an understanding of how to use MS Glow to potential customers, so that they can be known by many people.

Product knowledge, namely consumer knowledge of a product related to the characteristics or characteristics of the product that makes consumers able to distinguish a product from other products. Before buying a product, it is better for consumers to understand the uses and benefits contained in the product so that in long-term use it does not harm the consumer's body and can be used as needed.

Based on the results of testing the first hypothesis, it can be concluded that the product knowledge variable has a significant influence on customer satisfaction of MS Glow Cosmetics in Palu City. The results of the research are in accordance with research conducted by Nugraheni et

al (2020), regarding "the influence of Product Knowledge, Halal Labels and Promotions on Purchase Decisions for Halal Cosmetic Products with Price as a Mediation Variable. which shows that the product knowledge variable has an influence in increasing the satisfaction of MS Glow Cosmetics customers in Palu City.

The Influence of Product Knowledge on Electronic Word of Mouth (E-WOM)

Product knowledge in this research is represented by 3 dimensions, namely product knowledge dimensions, purchasing knowledge dimensions, and usage knowledge dimensions. The first dimension, namely product knowledge, describes advertising on social media for MS Glow cosmetic products so that they can be known again by consumers, especially the people of Palu City. Then the second dimension of purchasing knowledge has two indicators with these indicators can provide opportunities for MS Glow Cosmetics companies in terms of purchasing, so that customers are not confused in purchasing MS Glow Cosmetics. Then the last or third dimension of the product knowledge variable, namely knowledge of usage, has two indicators that explain that these indicators can provide opportunities for MS Glow companies by providing an understanding of how to use MS Glow to potential customers, so that they can be known by many people and be able to compete with other cosmetics.

Product is everything, both goods and services, that are offered to meet human needs and desires, where each of these goods or services has different benefits. Product knowledge is the knowledge of consumers or prospective buyers of information on a product to be purchased so that the information obtained on a product will vary. When consumers know the uses and benefits of a product, consumers will consider whether the benefits and quality are in accordance with the price offered.

Based on the results of testing the second hypothesis, it can be concluded that the product knowledge variable has a significant influence on Electronic Word of Mouth (E-WOM) MS Glow Cosmetics customers in Palu City which shows that the product knowledge variable has an influence on increasing the Electronic Word of Mouth (E-WOM) variable for MS Glow Cosmetics customers in Palu City.

The Influence of Product Experience on Customers' Satisfaction

Product experience in this study is represented by two dimensions, namely the dimensions of the experience when buying and a pleasant experience. The buying experience dimension describes the customer experience when buying MS Glow cosmetics very well and quickly when buying. The next dimension is a pleasant experience. As for the pleasant experience obtained by MS Glow cosmetic customers, it is a product that is good for use by the skin and face, namely MS Glow cosmetics because the products offered are able to change the condition of the skin and face better than before.

Based on the results of testing the third hypothesis, it can be concluded that the product experience variable has a significant influence on customer satisfaction of MS Glow Cosmetics in Palu City. The results of the research are in accordance with research conducted by Hendra et al. (2017), regarding "the influence of value, service quality, customer experience on customer satisfaction and customer loyalty" which shows that the product experience variable has an influence in increasing customer satisfaction. MS Glow Cosmetics in Palu City.

The Influence of Product Experience on Electronic Word of Mouth (E-WOM)

Product experience in this research is represented by two dimensions, namely the first dimension of experience when buying and the second dimension of a pleasant experience. The dimension of experience when buying explains that these indicators have a considerable influence on the MS Glow cosmetic company. Because it can be a great opportunity to buy MS Glow cosmetics. Furthermore, the pleasant experience obtained by MS Glow cosmetic customers is that the product is good for use on the skin and face and the service at the time of purchase is very good.

Based on the results of testing the fourth hypothesis, it can be concluded that the product experience variable has an influence but is not significant on Electronic Word of Mouth (E-WOM) MS Glow Cosmetics customers in Palu City which shows that the product experience variable has no influence in increasing the Electronic Word of Mouth (E-WOM) of MS Glow Cosmetics customers in Palu City. This is because there are several answers from consumers who fill out research questionnaires distributed by the researcher that do not give good marks.

The Influence of Product Benefits on Customer Satisfaction

Product benefits in the research are represented by four dimensions, namely the dimensions of emotional benefits, dimensions of social benefits, dimensions of quality benefits and dimensions of price benefits. The emotional benefit dimension describes the suitability of skin and face to MS Glow cosmetics. So that customers are able to judge which cosmetics are suitable for use by the skin and face from the age of 17 to 40 years. The second dimension, namely social benefits, explains that MS Glow Cosmetics products can overcome the problems that exist in the skin and faces of consumers. Furthermore, the dimension of quality benefits explains that MS Glow Cosmetics products are better than other Cosmetics. And the last dimension of the product benefit variable, namely the price benefit, explains that the price of the product offered by MS Glow to consumers is quite affordable.

Based on the results of testing the fifth hypothesis, it can be concluded that the product benefit variable has an influence but is not significant on the satisfaction of MS Glow Cosmetics customers in Palu City. Which shows that the product benefits variable has no effect in increasing the satisfaction of MS Glow Cosmetics customers in Palu City. Because at the time of data collection by distributing research questionnaires to respondents there were several invalid answers.

The influence of Product Benefits on Electronic Word of Mouth (E-WOM)

Product benefits are represented by four dimensions, namely the dimensions of emotional benefits, dimensions of social benefits, dimensions of quality benefits and dimensions of price benefits. The emotional benefit dimension describes the suitability of skin and face to MS Glow cosmetics. So that customers are able to judge which cosmetics are suitable for use by the skin and face. The second dimension, namely social benefits, explains that MS Glow Cosmetics products can overcome the problems that exist in the skin and faces of consumers. Furthermore, the dimension of quality benefits explains that MS Glow Cosmetics products are better than other Cosmetics. And the last dimension of the product benefit variable, namely the price benefit, explains that the price of the product offered by MS Glow to consumers is quite affordable.

Electronic Word of Mouth (E-WOM) is a communication medium in which consumers can voluntarily provide recommendations to others to buy or use a company's products via the internet. With the internet, it is possible for consumers to share information about a product that has been used between consumers who do not know each other and have met before. Electronic Word of Mouth (E-WOM) also has an impact on companies to improve marketing communications better Syarifuddin, et al (2016).

Based on the results of testing the sixth hypothesis in this study, it can be concluded that the product benefit variable has a significant influence on Electronic Word of Mouth (E-WOM) MS Glow Cosmetics customers in Palu City which shows that the product benefit variable has an influence in increasing the Electronic Word of Mouth (E-WOM) for MS Glow Cosmetics customers in Palu City.

The Influence of Customer Satisfaction on Electronic Word of Mouth (E-WOM)

Customer satisfaction is represented by 4 dimensions, namely product quality dimensions, product image dimensions, emotional dimensions and cost dimensions. The dimensions of product quality describe the quality of MS Glow cosmetics which are able to display skin and face that are brighter than before. Furthermore, the product image dimension describes the latest brands released by MS Glow Cosmetics so that customers can find out. Then the emotional dimension explains that the MS Glow Cosmetics company always provides comfort when consumers make purchases, so that it becomes an opportunity for MS Glow Cosmetics companies to attract purchase interest. The last dimension of the customer satisfaction variable is cost, the MS Glow Cosmetics company explains how the costs of the products offered to customers are always in accordance with what they want and are satisfied with when they make direct purchases to the MS Glow clinic.

Customer satisfaction has always been a must to be considered by every company, especially in the culinary field in carrying out its business activities. Currently, many culinary businesses are increasingly understanding the importance of customer satisfaction and developing strategies to provide satisfaction for their customers. Consumer satisfaction is an indicator of the future success of the company's business, which measures how well consumers respond to the company's future business. According to Assauri, (2013).

Based on the results of testing the seventh hypothesis, it can be concluded that the customer satisfaction variable has a significant influence on the Electronic Word of Mouth (E-WOM) of MS Glow Cosmetics customers in Palu City. Which shows that the customer satisfaction variable has an influence in increasing the Electronic Word of Mouth (E-WOM) of MS Glow Cosmetics customers in Palu City.

CONCLUSIONS

Based on the results and discussion in the previous section, thus the following conclusions can be drawn.

1. Product knowledge has a significant influence on customer satisfaction of Ms Glow Cosmetics in Palu City.
2. Product knowledge has a significant influence on Electronic Word of Mouth (E-WOM) for Ms Glow Cosmetics customers in Palu City.
3. Product experience has a significant influence on customer satisfaction of Ms Glow Cosmetics in Palu City.

4. Product experience has no significant influence on the Electronic Word of Mouth (E-WOM) of Ms Glow Cosmetics customers in Palu City.
5. Product benefits have no significant influence on customer satisfaction of Ms Glow Cosmetics in Palu City.
6. Product benefits have a significant influence on Electronic Word of Mouth (E-WOM) for Ms Glow Cosmetics customers in Palu City.
7. Customer satisfaction has a significant influence on Electronic Word of Mouth (E-WOM) for Ms Glow Cosmetics customers in Palu City.

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