

## Exploring the Role of Consumer Satisfaction in Online Herbal Skincare Purchases

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### Abstract

The development of digital technology has brought significant changes in consumer behavior worldwide, including in Indonesia. E-commerce, as one of the main digital platforms, has transformed the way consumers shop, offering greater convenience, effectiveness, and personalization. This phenomenon is reflected in the increasing demand for herbal skincare products, which are becoming more popular among consumers. Along with this behavioral shift, understanding the factors that influence purchasing decisions is crucial for business development, especially in the online market. This study aims to analyze the relationship of consumer satisfaction on purchase decisions for herbal skincare products purchased online. This research uses a quantitative approach with a correlational design. The research population consists of consumers who purchase herbal skincare products online, with a sample of 100 respondents selected using purposive sampling. Data was collected using a Likert scale to measure consumer satisfaction and purchase decisions. The results show that consumer satisfaction significantly influences purchase decisions, with most respondents falling into the medium satisfaction category. External factors such as brand loyalty and social media influence also play a role in purchase decisions. This study suggests that businesses should focus on improving consumer satisfaction through product quality and an enjoyable shopping experience, while also considering external factors such as promotions and recommendations from other consumers to enhance purchase decisions.

**Keyword :** consumer satisfaction, purchase decisions, e-commerce

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### BACKGROUND

The development of digital technology has brought about significant changes in consumer behavior across the globe, including in Indonesia. Digital platforms, especially e-commerce, have radically shifted the way people shop, transitioning from traditional brick-and-mortar stores to online platforms that offer greater convenience, effectiveness, and personalization. As highlighted by Amory et al. (2025), the rise of digital shopping has provided consumers with an unprecedented level of convenience, allowing them to shop from anywhere at any time. E-commerce has also paved the way for better-targeted advertisements and personalized product recommendations, making the shopping experience more tailored to individual

preferences. In this rapidly changing landscape, understanding the factors that influence purchase decisions is critical for businesses, especially in the growing online market for products such as herbal skincare.

Research from various global market studies Singh (2022) has shown that the herbal skincare product category has experienced substantial growth within the e-commerce sector. This growth can be attributed to increasing consumer demand for natural, safe, and effective products that can be used for the long term. Consumers are increasingly seeking out products that are not only beneficial to their skin but are also environmentally friendly, sustainable, and free from harmful chemicals. The preference for herbal and organic



skincare products reflects a broader trend in which consumers are becoming more conscious of their health and the products they use on their skin. Online platforms play a crucial role in this trend by providing easy access to such products, transparency in information, and personalized offers that match consumer needs and preferences.

The phenomenon of online shopping is particularly intriguing when examined in the context of younger consumers, such as Gen Z and Millennials, who are often referred to as "digital natives." These age groups represent the largest share of digital consumers, with Yung dan Suh (2023) reporting that these generations are the primary contributors to digital consumption, particularly in the skincare and beauty product categories. The ease of access to information, social media recommendations, and the convenience of online shopping make these products particularly attractive to younger consumers, who are not only influenced by functional needs but also by emotional and psychological factors. The purchasing behavior of digital natives is significantly shaped by self-image, emotional desires, and social influences. Therefore, decisions made by consumers in this group are often not entirely rational but are also deeply rooted in their psychological needs, such as the desire to appear healthy and well-groomed or to follow current beauty trends.

Furthermore, the shift in consumer behavior has been marked by an increasing dependence on digital recommendations. This includes user reviews, ratings, and influencer marketing. Demonstrate that trust in influencers has a profound impact on the purchasing decisions of skincare products, particularly among teenagers and young adults. These findings suggest that consumers' emotional experiences, social proof, and values within their digital communities heavily influence their evaluations of a product. As consumers engage with brands and influencers on social media platforms, they are not only seeking information about product quality but also aligning their purchasing choices with their social circles and digital communities. In this context, the post-purchase experience becomes a crucial part of the consumer's psychological process, which can drive satisfaction, reinforce loyalty, and encourage repeat purchases.

One of the most important psychological aspects influencing consumer behavior is consumer satisfaction. According to Nguyen et al. (2024) satisfaction is an affective evaluation of the consumption experience, comparing the outcomes to initial expectations. When consumers are satisfied with a product, they are more likely to repurchase the product and recommend it to others, thus generating positive word-of-mouth (Hassan et al., 2025). Guo et al. (2023) supports this by emphasizing that customer satisfaction is the key to building long-term loyalty, which ultimately strengthens a brand's position in the market. Consumer satisfaction, particularly in the context of online shopping, is influenced by various factors such as product quality, the clarity of information provided, the ease of the transaction process, and after-sales service (Nasir et al., 2021). All these

elements play a role in shaping how a consumer perceives their shopping experience, and thus how likely they are to make future purchases (Jafarova & Trofimenko, 2019).

Sasmita and Suki (2025) argue that in the online shopping context, satisfaction is not just limited to product quality. It also includes other aspects like the convenience of the website or app, the speed of delivery, payment security, and the ability to easily return products (Putrianti & Abdullah, 2022). Consumers are increasingly expecting a seamless and efficient online shopping experience, where the entire process, from browsing to purchasing to receiving the product, is hassle-free (Amory et al., 2025). For businesses, providing a high level of consumer satisfaction is critical not only for retaining customers but also for encouraging positive online reviews and feedback, which are pivotal in attracting new customers (Jasmine et al., 2024). Given the ease with which consumers can now access and compare products online, their satisfaction with their purchasing experience plays a crucial role in the overall success of e-commerce businesses (Dosch et al., 2016).

The results of this study show that the majority of consumers fall into the medium satisfaction category in terms of both consumer satisfaction and purchase decisions. This suggests that while consumers are generally satisfied with the herbal skincare products they are purchasing, there remains some hesitation when it comes to making the final purchase decision. Several factors could explain this hesitation, including doubts about the brand, concerns about product efficacy, or external influences such as promotions, influencer recommendations, or social media trends. Singh (2022) also highlighted that purchasing decisions are not solely determined by satisfaction but are influenced by other factors such as brand image, loyalty, and external environmental factors. In the case of skincare products, where visual appeal and social validation are significant, external factors such as social media trends or recommendations from trusted influencers can play a key role in driving consumer behavior (Zulfiqar & Shafaat, 2015).

The study's findings align with the consumer behavior theory outlined consumer satisfaction is an evaluative response to the consumption experience. Satisfied consumers are more likely to repurchase the product and to share their positive experiences with others, thus contributing to word-of-mouth marketing (Sahni & Chintagunta, 2016). This is especially true in the digital age, where online reviews and social media posts heavily influence other potential buyers (Kumar et al., 2021). Trusov et al. (2009) also emphasizes that higher levels of satisfaction accelerate the purchase decision process. This reinforces the idea that businesses must not only focus on the quality of the product but also on delivering a satisfying and seamless customer experience from the moment a consumer enters their website or app to the point they receive the product (Maria et al., 2019).

The contribution of consumer satisfaction to the decision to purchase is significant, accounting for more than half of the variance in purchase decisions (de Matos & Rossi,

2008). However, the study also acknowledges that 42.1% of the purchase decision is influenced by factors outside of consumer satisfaction (Hidayati & Muslih, 2023). These factors may include brand loyalty, consumer trust, digital promotions, and trends in the usage of herbal beauty products (Appel et al., 2020). In many cases, consumers who trust a particular brand or have a positive relationship with it will continue purchasing even if they are not completely satisfied with a specific product. Moreover, social media trends and recommendations from influencers may encourage consumers to purchase products even without prior experience. Thus, while consumer satisfaction remains a dominant factor in shaping purchase decisions, it is clear that external factors also play a critical role.

The research findings further support the idea that consumer satisfaction is a key driver of purchase decisions, particularly in the online space where word-of-mouth and peer reviews are highly influential. Rizkita (2025) argue that satisfied consumers are more likely to recommend the product to others, leading to a cycle of positive feedback that enhances a brand's market presence. This cycle is particularly valuable in the digital world, where consumer feedback can rapidly spread across social media platforms and influence a large number of potential customers (Alvarez, 2010). For businesses, fostering consumer satisfaction is not only about delivering a great product but also about creating an overall positive experience that encourages consumers to share their experiences with others (Jung & Shegai, 2023).

Despite the strong relationship between consumer satisfaction and purchase decisions, the study also identifies some limitations. The study did not explore other important factors that may influence purchasing decisions, such as service quality, brand loyalty, or consumer trust. In addition, the sample size was limited to just 100 respondents, which may not be representative of the broader population (Ernantyo & Febry T., 2022). This limited sample size restricts the generalizability of the findings. Future research should aim to expand the sample size and include other relevant variables, such as loyalty programs, service quality, and the role of social media influencers, to provide a more comprehensive understanding of the factors influencing purchase decisions.

This research aims to analyze the factors influencing the online purchase of herbal skincare products in Indonesia, focusing on younger consumers. The primary objective is to examine how consumer satisfaction with the product, website, and overall shopping experience directly affects their purchase decisions. The study also seeks to understand the significant role of external factors like social media trends, influencer recommendations, and digital reviews. Hypothesis of this research is that higher consumer satisfaction leads to a greater likelihood of purchase.

## METHOD

This study is quantitative in nature with a correlational design (Azwar, 2010). The research population consists of consumers of herbal skincare products who make purchases online. The sampling technique used is purposive sampling with the following criteria: (1) male or female, (2) has purchased herbal skincare products, and (3) has made an online purchase. Based on these criteria, 100 respondents were selected as subjects for the study.

Data was collected using a Likert scale with four alternative responses: very suitable, suitable, unsuitable, and very unsuitable. For favorable items, scores were assigned from 4 to 1, while for unfavorable items, reverse scoring was applied. The instruments used in this study were the purchase decision scale and the consumer satisfaction scale.

The purchase decision scale was developed based on six indicators from Kotler & Keller: (1) product selection, (2) brand selection, (3) retailer selection, (4) purchase timing, (5) purchase quantity, and (6) payment method. The initial scale consisted of 24 items, with 12 favorable items and 12 unfavorable items. Validity testing was conducted using Product Moment Correlation Analysis, with an item validity criterion of a correlation coefficient  $\geq 0.30$ . The results showed that 15 items were valid, with correlation coefficients ranging from 0.32 to 0.71, while 9 items were discarded. The reliability of the scale was tested using Cronbach's Alpha, and a value of  $\alpha$  Reliability 0,823 indicated that the scale was reliable.

The consumer satisfaction scale was developed based on four indicators from Kotler: (1) complaint and suggestion system, (2) consumer satisfaction survey, (3) ghost shopping, and (4) lost customer analysis. The initial scale consisted of 16 items, with 8 favorable items and 8 unfavorable items. Validity testing was also carried out using Product Moment Correlation Analysis, with a coefficient of  $\geq 0.30$  for valid items. The results showed that 12 items were valid, with correlation coefficients ranging from 0.30 to 0.58, and 4 items were discarded. The scale's reliability was tested with Cronbach's Alpha, which showed a value of  $\alpha$  Reliability 0,776 confirming the reliability of the scale.

Before being used in the study, both scales underwent a try-out process with the same respondents to ensure their validity and reliability. After the instruments were confirmed to be valid and reliable, the research scales were distributed via Google in September, 2025, to consumers who purchase herbal skincare capsules online. The collected data were then analyzed using SPSS 25.0 software. The data analysis involved normality tests and linearity tests as assumption tests, descriptive analysis to describe the research data, and Product Moment Correlation Analysis to test the hypothesis regarding the relationship between consumer satisfaction and purchase decision.

**Research Results****Table 1. Respondent Characteristics**

<b>Frequency of Product Purchases</b>		
	F	Percent
10	12	12%
7	12	12%
5	5	11%
3	3	9%
<b>Gender</b>		
Male	27	27%
Female	73	73%
<b>Summary</b>	<b>100</b>	<b>100%</b>

The research results show that the majority of respondents are female (73%), while 27% are male. Regarding the frequency of product purchases, most respondents bought the product 10 times (12%) and 7 times (12%), followed

by 5 times (11%) and 3 times (9%). This data provides an overview of the characteristics of product purchases based on gender and purchase frequency, with a total of 100 respondents involved in this study.

**Table 2. Categorization of Consumer Satisfaction Scale**

Category	Guide	Score	N	Percent
				ase
High	$X > \mu + 1 \cdot \sigma$	$X > 52$	13	13%
Middle	$(\mu - 1 \cdot \sigma) < X \leq (\mu + 1 \cdot \sigma)$	$36 < X \leq 52$	71	71%
Low	$X \leq (\mu - 1 \cdot \sigma)$	$X \leq 36$	16	16%
<b>Summary</b>			100	100%

The data categorizes respondents' scores into three groups: high, medium, and low. The "Tinggi" (high) category includes 13 respondents, representing 13% of the total sample, with scores greater than 52. The "Sedang" (medium) category has the highest number of respondents, with 71 individuals (71%), whose scores range from 36 to 52. The

"Rendah" (low) category consists of 16 respondents (16%), whose scores are 36 or below. In total, there are 100 respondents, accounting for 100% of the sample. This categorization helps assess the distribution of scores across different levels of performance.

**Table 3. Categorization of Purchase Decision Scale**

Category	Norm	Score	N	Percentage
High	$X > \mu + 1 \cdot \sigma$	$X > 42$	12	12%
Middle	$(\mu - 1 \cdot \sigma) < X \leq (\mu + 1 \cdot \sigma)$	$30 < X \leq 42$	71	71%
Low	$X \leq (\mu - 1 \cdot \sigma)$	$X \leq 30$	17	17%
<b>Summary</b>			100	100%

The data categorizes respondents based on their scores into three groups: high, medium, and low. In the "Tinggi" (high) category, there are 12 respondents (12%) with scores greater than 42. The "Sedang" (medium) category has the largest group, consisting of 71 respondents (71%) whose scores range from 30 to 42. The "Rendah" (low) category

includes 17 respondents (17%), all of whom have scores of 30 or below. Overall, the total number of respondents is 100, representing 100% of the sample. This categorization provides a clear distribution of respondents' performance based on their scores.

**Table 4. Normality Test**

	Kolmogorov-Smirnov <sup>a</sup>		Shapiro-Wilk		df	Sig.
	df	Sig.	Statistic	Statistic		
Purchase Decision	100	.200 <sup>*</sup>	.053	.985	100	.342
Consumer Satisfaction	100	.200 <sup>*</sup>	.050	.991	100	.762

The results of the normality tests for (Purchase Decision and Consumer Satisfaction show that both datasets follow a normal distribution. The Kolmogorov-Smirnov test for Purchase Decision yielded a statistic of 0.053 with a p-value of 0.200, while the Shapiro-Wilk test produced a statistic of 0.985 with a p-value of 0.342, both indicating normality since their p-values are greater than 0.05. Similarly,

for Consumer Satisfaction, the Kolmogorov-Smirnov test showed a statistic of 0.050 with a p-value of 0.200, and the Shapiro-Wilk test showed a statistic of 0.991 with a p-value of 0.762, both confirming the normality of the data. These results suggest that the assumption of normality is met for both variables, allowing for further parametric analysis.

**Table 5. Correlation Pearson Product Momen**

Variable	r count	r Table	P
Consumer Satisfaction - Purchase Decision	0.761	0.197	0.000

Correlation coefficient (r) is 0.761, which indicates a moderate positive correlation between these two variables. This suggests that as consumer satisfaction increases, the likelihood of a purchase decision also tends to increase. The r value exceeds the critical value (r Table = 0.197) at the given

significance level, with a p-value of 0.000, which is less than the threshold of 0.05. Therefore, the relationship between purchase decision and consumer satisfaction is statistically significant, implying that the two variables are significantly correlated.

**Table 6. Partial Correlation Analysis Results with product selection(Y1)**

Aspects	Correlation	P	Information
Complaint and suggestion system(X1)	-0.718	0.000	Insignificant
consumer satisfaction surve (X2)	0.683	0.000	Significant
ghost shopping (X3)	-0.639	0.000	Insignificant
lost customer analysis (X4)	0.664	0.000	Significant

The analysis reveals mixed findings regarding the relationships between four service quality aspects and the outcome variable, primarily distinguished by their correlation direction and significance labels. The complaint and suggestion system (X1) and ghost shopping method (X3) both show strong negative correlations (-0.718 and -0.639, respectively), while the consumer satisfaction survey (X2) and lost customer analysis (X4) demonstrate strong positive correlations (0.683 and 0.664, respectively). Interestingly,

despite all four aspects having highly significant P-values of 0.000, their final interpretations differ. Both X2 and X4 are labeled "Significant," confirming their strong and reliable statistical relationship with the outcome. Conversely, X1 and X3 are labeled "Insignificant," suggesting that, although statistically non-random, their strong negative correlations may not be considered practically meaningful or stable in the context of this study.

**Table 7. Results of Partial Correlation Analysis with brand selection(Y2)**

Aspects	Correlation	P	Information
Complaint and suggestion system(X1)	0..775	0.000	0.000
consumer satisfaction surve (X2)	0.743	0.000	0.000
ghost shopping (X3)	0.692	0.000	0.000
lost customer analysis (X4)	0..690	0.000	0.000

The statistical analysis reveals that all four assessed service quality aspects exhibit a strong, statistically significant positive correlation with the outcome variable. Specifically, the complaint and suggestion system (X1)

demonstrates the strongest relationship with a correlation coefficient of 0.775, closely followed by the consumer satisfaction survey (X2) at 0.743, ghost shopping (X3) at 0.692, and lost customer analysis (X4) at 0.690. The perfect

consistency of the P-values at 0.000 for all four aspects confirms that these observed correlations are not due to

random chance, indicating that each aspect is a reliable and significant predictor of the outcome being measured.

**Table 8. Partial Correlation Analysis Results with retailer selection (Y3)**

Aspects	Correlation	P	Information
Complaint and suggestion system(X1)	-0.743	0.000	Significant
consumer satisfaction surve (X2)	0.554	0.000	Significant
ghost shopping (X3)	0.613	0.000	Significant
lost customer analysis (X4)	0.698	0.000	Significant

The table presents the correlation analysis of four distinct service quality aspects with a target variable. The results indicate that all four aspects demonstrate statistically significant relationships, as evidenced by their P-values of 0.000. Specifically, the complaint and suggestion system (X1) shows a strong negative correlation (-0.743), while the other three aspects exhibit positive correlations: consumer

satisfaction surveys (X2) have a moderate correlation (0.554), ghost shopping (X3) shows a moderately strong correlation (0.613), and lost customer analysis (X4) demonstrates the strongest positive correlation (0.698). Consequently, each aspect is formally labeled as a "Significant" predictor of the outcome in the model.

**Tabel 9. Partial Correlation Analysis Results with Lost Customer Anapurchase timinglysis (Y4)**

Aspects	Correlation	P	Information
Complaint and suggestion system(X1)	-0.741	0.000	Significant
consumer satisfaction surve (X2)	0.731	0.000	Significant
ghost shopping (X3)	0.650	0.000	Significant
lost customer analysis (X4)	0.608	0.000	Significant

The analysis reveals that all four examined service quality aspects demonstrate statistically significant correlations with the studied outcome, as each has a probability (P) value of 0.000. The complaint and suggestion system (X1) shows a strong negative correlation (-0.741), indicating an inverse relationship. In contrast, the other three

factors exhibit positive correlations: the consumer satisfaction survey (X2) has the strongest positive correlation (0.731), followed by ghost shopping (X3) at 0.650, and lost customer analysis (X4) at 0.608. Therefore, all aspects are categorized as significant predictors within this statistical model.

**Tabel 10. Partial Correlation Analysis Results with purchase quantity (Y5)**

Aspects	Correlation	P	Information
Product Selection (X1)	-0.762	0.000	Significant
Brand Selection (X2)	0.762	0.000	Significant
Distributor Selection (X3)	0.657	0.000	Significant
Time of Purchase (X4)	0.608	0.000	Significant

The statistical analysis demonstrates that all four examined aspects of the purchasing process show statistically significant correlations with the studied outcome, as indicated by their P-values of 0.000. Product Selection (X1) exhibits a strong negative correlation (-0.762), suggesting an inverse relationship. Conversely, the other three factors

display positive correlations. Brand Selection (X2) shows an equally strong but positive correlation (0.762), while Distributor Selection (X3) and Time of Purchase (X4) demonstrate moderately strong positive correlations of 0.657 and 0.608, respectively. All aspects are therefore confirmed as significant predictors in the model.

**Tabel 11. Partial Correlation Analysis Results with payment method (Y6)**

Aspects	Correlation	P	Information
Complaint and suggestion system(X1)	-0.735	0.000	Significant
consumer satisfaction surve (X2)	0.694	0.000	Significant
ghost shopping (X3)	0.653	0.000	Significant
lost customer analysis (X4)	0.693	0.000	Significant

Partial correlation analysis with Lost Customer Analysis (Y4). The analysis indicates that Brand Selection (X2) and Purchase Quantity (X5) have significant positive correlations with the loss of customers, with r-values of 0.415 and 0.633, respectively, and p-values of 0.000, suggesting a meaningful relationship. In contrast, Product Selection (X1), Distributor Selection (X3), Time of Purchase (X4), and Payment Methods (X6) show insignificant correlations, with r-values near zero and p-values greater than 0.05, implying that these factors do not significantly affect customer loss.

## DISCUSSION

The process of consumer decision-making is complex and influenced by multiple factors (Hwang et al., 2014). Consumer purchasing behavior can be shaped by a combination of cultural, social, personal, and psychological elements. Among these, psychological factors play a significant role, with consumer satisfaction being one of the most pivotal aspects (Grewal et al., 2020a). A satisfied consumer is more likely to repeat a purchase and recommend the product to others, thereby generating positive word-of-mouth. This concept is supported by Tran and Nguyen (2021) who emphasized that customer satisfaction is central to building long-term customer loyalty. As loyalty increases, so does the likelihood of consumers continuing to purchase from the same brand, which, in turn, strengthens the brand's market position and sales figures (Keerakiatwong et al., 2023). Therefore, understanding how satisfaction influences purchasing decisions is critical for businesses aiming to build customer loyalty and drive repeat sales.

The results of this study indicate a clear, positive, and statistically significant relationship between consumer satisfaction and purchase decisions for online herbal skincare products (Atrizka et al., 2020). As satisfaction levels increase, so does the likelihood of a consumer making a purchase. Consumer satisfaction strongly influences purchase decisions in the online beauty product market. Their study suggested that when customers are pleased with the product's performance, they are more likely to continue buying and become loyal to the brand (East et al., 2007).

Consumer satisfaction itself is built on various critical factors, which include product quality, price fairness, the clarity of information provided to customers, customer service, and the overall shopping experience (Dewi & Radikun, 2024). In the context of online shopping, however, consumer satisfaction goes beyond just the product itself. Pointed out, aspects like the smoothness of the transaction process, the speed of delivery, payment security, and reviews from other customers also play an essential role in shaping consumer satisfaction (Grewal et al., 2020b). These elements are especially important in online shopping, where physical interaction with the product or store is absent, and consumers rely heavily on digital interactions and feedback (Xiao & Porto, 2017). A consumer who feels confident that the product will meet their expectations, supported by a

seamless shopping experience, is much more likely to make a purchase decision (Kaur et al., 2024).

The categorization of consumer satisfaction in this study reveals that a majority of respondents fall into the medium satisfaction category, both in terms of their satisfaction with the skincare products and their corresponding purchase decisions. This suggests that while many consumers are reasonably satisfied with the herbal skincare products, there is still some hesitation in their decision to purchase (Trivedi & Yadav, 2020). This hesitation could stem from other influencing factors such as promotional offers, the reputation and trustworthiness of the seller, or social media trends that may sway a consumer's decision-making process. Sweeney et al. (2012) explained, a consumer's purchasing decision is not solely determined by their satisfaction with a product but is also affected by brand image, loyalty, and environmental factors. In the case of skincare products, where social influence and peer recommendations often play a significant role, these factors become even more critical (Brown et al., 2007).

The results of this research align with consumer behavior theories put forth by (Chandon et al., 2009), which highlight that consumer satisfaction is the result of evaluating the entire consumption experience (Hollebeek, 2011). Satisfied consumers are more likely to repurchase the product and to share their positive experiences with others. This concept is also confirmed by Dholakia (2000) who suggests that higher satisfaction levels significantly speed up the purchase decision process. This aligns with the findings of this study, where consumer satisfaction was identified as a key determinant of online purchase decisions, particularly in the realm of skincare products (Sweeney et al., 2012). Therefore, businesses must focus not only on delivering a high-quality product but also on optimizing the entire customer experience to foster satisfaction and loyalty.

The contribution of consumer satisfaction to the decision to purchase is substantial. In this study, consumer satisfaction accounted for 57.9% of the variance in purchase decisions, which highlights its significant role in shaping consumer behavior. However, the study also indicates that 42.1% of the decision-making process is influenced by factors outside of consumer satisfaction. These factors could include brand loyalty, consumer trust, digital promotions, and trends in the use of herbal beauty products (Hollebeek, 2011). For example, if a consumer trusts a brand and is familiar with its products, they may be more likely to purchase again, even if their satisfaction with the most recent product is not particularly high (Dodds et al., 1991). Similarly, social media trends and recommendations from influencers can play a significant role in shaping purchasing behavior (Brown et al., 2007). Therefore, although consumer satisfaction is a dominant factor, it is essential to consider these external influences in order to understand the full scope of the factors driving purchase decisions.

From a theoretical perspective, this study supports the idea that consumer satisfaction is not only a predictor of repeat purchases but also a driving force behind positive word-of-mouth, which can further influence other potential buyers. Beerli et al. (2004) argue that consumers who are satisfied with their experiences are more likely to share their positive feedback with others, thus creating a cycle of recommendation and trust that can significantly enhance a brand's market presence (Islaha & Kadiyono, 2023). This finding is especially relevant in the online retail sector, where word-of-mouth and online reviews are often the primary sources of information for new customers (Hwang et al., 2014). By fostering a positive consumer experience, brands can leverage this feedback loop to drive future sales and maintain long-term customer loyalty (Spanjaard et al., 2018).

However, despite the strong influence of consumer satisfaction, the study acknowledges that there are other factors influencing purchase decisions that were not explored in detail (Hurley & Hult, 1998). As mentioned earlier, factors such as service quality, brand loyalty, promotional strategies, and consumer trust could also play a crucial role in shaping purchasing behavior (Sundaram et al., 1998). For instance, consumers may be highly satisfied with the product quality but still hesitate to purchase if the transaction process is cumbersome, or if they are uncertain about the reliability of the online store (Chandon et al., 2009). In addition, promotional offers, seasonal discounts, and personalized recommendations could encourage a customer to purchase even if their satisfaction with the product is moderate (Dholakia, 2000).

The sample size of this study, limited to 100 respondents, is another limitation that should be noted. While the results are significant, the small sample size may not fully represent the broader population, and the findings should be interpreted with caution (Chandon et al., 2009). A larger sample size and the inclusion of additional relevant variables, such as service quality, brand loyalty, and the impact of promotions, would provide a more comprehensive understanding of the factors influencing consumer purchase decisions (Bansal & Taylor, 2002). Future studies should aim to expand the sample size and incorporate these additional factors to further refine the model and offer more robust insights (Hurley & Hult, 1998).

The study reaffirms the importance of consumer satisfaction in driving purchase decisions, particularly in the context of online shopping for herbal skincare products. The findings show that higher satisfaction leads to a greater likelihood of a purchase, highlighting the critical role of customer experience in the decision-making process. However, as this research suggests, external factors like brand loyalty, promotions, and social media trends also significantly influence purchasing behavior. Therefore, businesses must not only focus on ensuring high levels of consumer satisfaction but also address these external influences to create a more holistic approach to customer retention and sales growth.

## Conclusion

Consumer satisfaction significantly influences purchase decisions for online herbal skincare products, where higher consumer satisfaction increases the likelihood of making a purchase. However, external factors such as brand loyalty, consumer trust, and digital promotions also contribute to purchase decisions. A suggestion for future research is to expand the sample size and test additional variables, such as service quality and the impact of social media, to provide a more comprehensive understanding of the factors influencing purchase decisions. The implications of this study suggest that companies should focus on improving consumer satisfaction through product quality, good service, and a pleasant shopping experience, while also considering external factors like promotions and recommendations from other consumers to enhance purchase decisions.

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