

The Influence of Gen Z Consumer Perceptions in Bandung City on Consumer Satisfaction with Raecca Cosmetics

Dinda Febdinayu¹, Riska Aprilina¹, Donni Junipriansa¹

¹Marketing Management Study Program, Faculty of Applied Sciences, Telkom University

Corresponding Author: Dinda Febdinayu

Email: dindafebdinayu@student.telkomuniversity.ac.id

Article Info

Article History:

Received July 9, 2026

Revised July 23, 2026

Accepted: August 27, 2026

Keywords:

Consumer Perception, Customer Satisfaction, Generation Z, Raecca Cosmetics.

Abstract

The development of the cosmetic industry in Indonesia has experienced substantial growth, accompanied by increasing awareness of self-care and personal appearance, particularly among Generation Z. In an increasingly competitive cosmetic market, understanding consumer perception is essential because consumers' evaluations of product quality, price, brand image, and product benefits may influence their satisfaction. This study aims to examine the effect of Generation Z consumer perception on consumer satisfaction toward Raecca cosmetic products in Bandung City. This study employed a quantitative explanatory research design. The population consisted of Generation Z consumers who had used Raecca Cosmetics in Bandung City. A total of 96 respondents were selected using a purposive sampling technique based on predetermined inclusion criteria. Data were collected through a structured questionnaire using a five-point Likert scale and analyzed using IBM SPSS Statistics through descriptive analysis and simple linear regression. The findings show that Consumer Perception obtained an average score of 82.57%, categorized as High, while Consumer Satisfaction achieved an average score of 82.76%. The regression analysis demonstrates that Consumer Perception has a positive and significant effect on Consumer Satisfaction, with a regression coefficient of 0.433, a calculated t-value of 14.227, and a significance value of $0.000 < 0.05$. The coefficient of determination ($R^2 = 0.683$) indicates that Consumer Perception explains 68.3% of the variation in Consumer Satisfaction. These findings confirm that positive consumer perceptions contribute substantially to satisfaction among Generation Z consumers of Raecca Cosmetics and highlight the importance of maintaining product quality, value, brand consistency, and consumer experience in strengthening satisfaction.

Introduction

The global cosmetics industry has experienced substantial growth over the past two decades, driven by increasing consumer demand for products that serve not only functional purposes such as skincare and personal appearance but also represent identity, lifestyle, and self-expression. The transformation of cosmetics consumption has been further accelerated by digital marketing, social media, and changing consumer expectations. Advertising value and brand awareness generated through digital marketing can shape consumers' perceptions before they make purchasing decisions (Wibowo et al., 2020). At the same time, social media has become an important environment for constructing beauty trends through influencers, beauty vloggers, user-generated content, and digital campaigns that expose consumers to continuously changing cosmetic products and lifestyles (Nagvanshi et al., 2023). Consequently, competition within the cosmetics industry increasingly depends not only on product availability but also on how consumers perceive product quality, brand credibility, price, safety, and overall consumption experience (Khandelwal & Bhavsar, 2025; Concepcion, 2025; Szaban et al., 2025; Hwang et al., 2021).

These changes are particularly important among Generation Z, a consumer group commonly characterized by high levels of digital engagement and frequent interaction with social media and e-commerce platforms. Generation Z consumers tend to evaluate cosmetic products through multiple dimensions, including product quality, ingredient safety, environmental sustainability, brand image, and authenticity (Nagvanshi et al., 2023; Shim et al., 2024; Sivan & Balakrishnan, 2026; Fitriyanti et al., 2026). Their purchasing decisions are therefore shaped by both functional and symbolic considerations. In addition, Generation Z consumers increasingly demonstrate concern for sustainability and brand transparency, with studies in Indonesia indicating a willingness among many young consumers to pay more for environmentally friendly products (Amaliah et al., 2024). Green branding and packaging can further influence their evaluations of cosmetic products (Dewi & Sari, 2023). These characteristics make Generation Z an important segment for cosmetic companies seeking to develop meaningful relationships with consumers in increasingly competitive digital markets.

The Indonesian cosmetics market provides an important context for examining these changing consumer behaviors (Adiba, 2019; Ramadania et al., 2023; Handriana et al., 2021). The cosmetics subsector has developed rapidly and has been identified as an important component of Indonesia's broader industrial development. Data from the Ministry of Industry 2021, the Central Statistics Agency BPS, 2022, and the Food and Drug Monitoring Agency BPOM, 2022 indicate continued growth in the domestic cosmetics industry and increasing competition among local cosmetic products. Digitalization has strengthened this development by making cosmetic products more accessible through e-commerce and social media. Indonesian consumers are increasingly attentive to halal, natural, environmentally friendly, sustainable, and safe ingredients when selecting beauty products (Widiantari & Rachmawati, 2023). At the same time, the development of self-care culture has positioned cosmetics as part of identity and lifestyle expression among younger consumers (Romli, 2024), while the accessibility and interactivity of e-commerce platforms have increasingly supported cosmetic purchasing decisions (Sufyan & Pamuncak, 2023).

Within this environment, consumer perception becomes an important mechanism through which Generation Z evaluates cosmetic brands and products. Perception is shaped by information encountered before, during, and after purchase, including social media content, online reviews, electronic word of mouth (e-WOM), influencer recommendations, and direct product experience. Indonesian studies show that social media engagement and trust in influencers can strongly influence Generation Z's cosmetic purchasing behavior (Suwandi & Balqiah, 2023). Similarly, e-WOM and digital interactions with influencers can influence consumers' perceptions and purchasing decisions (Melati et al., 2025), while content and influencer marketing on TikTok have been shown to encourage cosmetic purchase intentions among Generation Z consumers (Putri & Dermawan, 2023). These findings indicate that consumer perception is increasingly constructed within a digital information environment in which consumers continuously compare brands, evaluate product claims, and assess the credibility of information before forming judgments.

Consumer satisfaction is consequently an important outcome of these evaluations. Satisfaction occurs when consumers compare their expectations with their perceived experience or product performance. Expectation Confirmation Theory explains that satisfaction develops when actual performance meets or exceeds consumers' initial expectations (Arkanuddin et al., 2023). In digital consumption contexts, expectation confirmation is also associated with customer experience and repurchase intention (Pakarti et al., 2022). For cosmetic products, satisfaction is not necessarily determined only by product quality or ingredient safety. Consumers may also evaluate emotional experiences, perceived value, digital interactions, service quality, and the

consistency between promotional claims and actual product performance. Previous research indicates that product quality, perceived value, and digital social interactions can contribute to customer satisfaction (Uzir et al., 2020), while consumer emotional responses may also mediate the relationship between product attributes and satisfaction. Digital marketing further contributes to consumer evaluations because clear information and engaging content can generate positive perceptions and encourage satisfaction in online cosmetic purchasing (Ariyanti & Wantara, 2025). Influencer credibility may likewise strengthen brand trust and brand satisfaction (Yuwono et al., 2024).

Raecca Cosmetics provides a relevant empirical context for examining these relationships because it represents an emerging local cosmetic brand operating within Indonesia's highly digitalized beauty market. Raecca actively engages Generation Z consumers through digital marketing and social media, making it suitable for examining how perceptions develop among digitally connected consumers. The importance of this issue is also illustrated by online consumer reviews, where experiences such as damaged products or discrepancies between expectations and actual product performance can influence post-purchase evaluations. Such experiences demonstrate that consumer satisfaction depends not only on what a brand communicates but also on whether the actual consumption experience confirms consumers' expectations. Generation Z consumers frequently assess brand authenticity and product quality through social media content, reviews, and influencer recommendations (Ghaleb & Alawad, 2024). Moreover, their satisfaction with digital purchases can be influenced by the broader customer experience, from platform interaction to after-sales services (Jaelani, 2025).

Despite the growing body of research on social media marketing, influencer marketing, e-WOM, purchase intention, and customer loyalty, relatively limited attention has been directed toward explaining how consumer perceptions are translated into customer satisfaction among Generation Z consumers of emerging local cosmetic brands. Much of the existing literature emphasizes purchasing intention or loyalty rather than the post-purchase evaluative process through which consumers determine whether their expectations have been fulfilled. This gap is particularly relevant in Indonesia, where local cosmetic brands face increasingly intense competition and Generation Z consumers are exposed to large volumes of digital information. Therefore, examining the relationship between consumer perception and customer satisfaction can provide a more focused understanding of how young consumers evaluate emerging cosmetic brands. Accordingly, this study aims to examine the influence of Generation Z consumer perceptions on customer satisfaction with Raecca Cosmetics in Bandung City. Raecca is used as an empirical case to contribute to broader understanding of consumer behavior and the role of consumer perception in shaping satisfaction toward emerging local cosmetic brands in Indonesia's digital marketplace.

Method

Research Approach

This study employed a quantitative research approach with an explanatory survey design. A quantitative approach was selected because the study measures consumer perception and consumer satisfaction using numerical data and statistically examines the relationship between the two variables. Quantitative research provides a systematic approach for collecting, processing, and analyzing numerical data to examine relationships between variables (Mohajan, 2020). In addition, quantitative research is based on rational and empirical principles, whereby research conclusions are derived from observable and measurable evidence (Simamora, 2022).

The explanatory design was adopted because this study does not merely describe the perceptions and satisfaction of Generation Z consumers but specifically examines whether Generation Z consumer perception influences consumer satisfaction with Raecca Cosmetics. The research therefore consists of one independent variable, namely Consumer Perception (X), and one dependent variable, namely Consumer Satisfaction (Y). Data were collected through a structured questionnaire distributed to Generation Z consumers who had experience using Raecca Cosmetics.

Type of Research

This study used an explanatory quantitative survey method. The survey method was selected because it enables researchers to collect standardized information directly from respondents and statistically examine the relationship between the research variables. Survey research is appropriate when researchers seek to obtain data from a defined group of respondents and draw conclusions based on their responses (Story & Tait, 2019).

The study focuses on Generation Z consumers in Bandung City who have used Raecca Cosmetics. The explanatory nature of the research is reflected in the use of statistical testing to determine whether differences in consumer perception are associated with differences in consumer satisfaction. Thus, the research design is aligned with the main objective of the study, namely, to examine the influence of consumer perception on consumer satisfaction with Raecca Cosmetics.

Operational Variables

Research variables refer to measurable characteristics or attributes that vary between individuals or objects and can subsequently be analyzed to determine relationships among variables (Kaliyadan & Kulkarni, 2019). In this study, there are two variables: Consumer Perception (X) as the independent variable and Consumer Satisfaction (Y) as the dependent variable.

Consumer Perception (X) is operationalized through three dimensions: Perceived Quality, Price Perception, and Brand Perception. Consumer Satisfaction (Y) is operationalized through two dimensions: Service Quality and Customer Experience. Each dimension is represented by several indicators and questionnaire statements. All items are measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree.

Table 1. Operationalization of Research Variables

Variable	Sub-Variable (Dimension)	Indicator	Statement	Item No.	Scale
Independent Variable: Consumer Perception (X)	Perceived Quality	Quality meets expectations	Raecca products have a quality that meets my expectations.	1	Ordinal
		Product safety	The ingredients/composition of Raecca products are safe to use.	2	Ordinal
		Product effectiveness	Raecca products perform effectively as claimed.	3	Ordinal

	Price Perception	Price affordability	Raecca products are affordable for me.	4	Ordinal
		Price-quality congruence	The price of Raecca products is consistent with the quality provided.	5	Ordinal
		Price competitiveness	Raecca products are competitively priced compared to other brands.	6	Ordinal
	Brand Perception	Brand trust	I trust the quality of the Raecca brand.	7	Ordinal
		Brand reputation and image	Raecca has a good brand reputation and image.	8	Ordinal
		Brand quality consistency	The quality of Raecca products is consistent over time.	9	Ordinal
Dependent Variable: Consumer Satisfaction (Y)	Service Quality	Satisfaction with product performance	I am satisfied with the results of using Raecca products.	10	Ordinal
		Service speed	Raecca provides fast service (e.g., delivery and customer support).	11	Ordinal
		Performance meets expectations	The results of using Raecca products meet my expectations.	12	Ordinal
		Value for money	Raecca products provide benefits that are worth the money I spend.	14	Ordinal
	Customer Experience	Ease of purchase	The process of purchasing Raecca products is easy.	15	Ordinal
		Friendly and responsive service	The service I receive from Raecca is friendly and responsive.	16	Ordinal
		Repurchase intention / recommendation	I intend to repurchase Raecca products or recommend them to others.	17	Ordinal

Source: Researcher's questionnaire

The operationalization table above was retained from the original research instrument. The indicators were designed to capture the cognitive and evaluative dimensions of consumer perception and satisfaction. Consumer perception encompasses how respondents evaluate product quality, price, and brand characteristics, whereas consumer satisfaction reflects respondents' evaluation of product performance, service, purchasing experience, and perceived value.

It should be noted that the original questionnaire numbering moves from item 12 to item 14. Therefore, item 13 should be checked against the original questionnaire or raw instrument before the manuscript is finalized. The numbering should be corrected if item 13 exists, but no new item is introduced here without evidence from the original instrument.

Research Location and Time

This research was conducted online by distributing questionnaires to Generation Z consumers in Bandung City who had used Raecca Cosmetics. The questionnaire was distributed through digital communication platforms, particularly Instagram and WhatsApp. The selection of these platforms was consistent with the digitally connected characteristics of Generation Z and enabled the researchers to reach respondents who met the predetermined inclusion criteria.

Respondent recruitment was conducted using purposive online recruitment. The questionnaire link was distributed through the researchers' Instagram and WhatsApp networks, including university communities, student organizations, and peer groups predominantly consisting of Generation Z individuals. Potential participants were first informed about the purpose of the study and were required to confirm that they fulfilled all inclusion criteria before completing the questionnaire.

To minimize duplicate or unusable responses, respondents were encouraged to complete the questionnaire only once, while incomplete questionnaires were excluded from the final dataset.

The research was conducted from October 2025 to May 2026, covering the stages of instrument preparation, data collection, data processing, and statistical analysis.

Data Collection Techniques

Primary data were collected using a structured questionnaire. A questionnaire consists of a set of systematically arranged questions or statements designed to obtain information from respondents and measure their perceptions, attitudes, and evaluations. Appropriate data collection procedures and valid and reliable instruments are essential because the quality of the collected data directly affects the quality of quantitative analysis and research conclusions (Cahyani & Subiantoro, 2021). Previous quantitative research has also emphasized the importance of validity and reliability testing to ensure the consistency and accuracy of questionnaire-based measurements (Istri & Fadila, 2023).

The questionnaire was administered online using Google Forms. Before accessing the main questionnaire, respondents were presented with an informed consent statement explaining the research objectives, voluntary participation, anonymity, and confidentiality of responses. Screening questions were included to ensure that respondents met the predetermined criteria.

The questionnaire used a five-point Likert scale consisting of strongly disagree, disagree, neutral, agree, and strongly agree. The scale was used to measure the extent to which respondents agreed with statements concerning their perception of Raecca Cosmetics and their satisfaction after using the products.

Population

The population of this study consisted of Generation Z consumers in Bandung City who had used Raecca cosmetic products. The exact number of Raecca users within the Generation Z population in Bandung City is not publicly available and therefore cannot be determined precisely. Consequently, the population was treated as an unknown or infinite population for the purpose of sample-size determination.

This population was selected because the study specifically examines the perceptions and satisfaction of Generation Z consumers toward an emerging local cosmetic brand. Respondents needed to have direct experience with Raecca Cosmetics so that their perceptions and satisfaction could be evaluated based on actual consumption experience rather than assumptions or indirect information.

Sample

Because no complete sampling frame containing all Generation Z users of Raecca Cosmetics in Bandung City was available, this study employed non-probability purposive sampling by selecting respondents who met predetermined criteria relevant to the research objectives. The inclusion criteria were that respondents were aged 18–25 years, resided or worked in Bandung City, and had used Raecca cosmetic products, while respondents who did not meet these criteria or submitted incomplete questionnaires were excluded. Because the total population of Generation Z consumers using Raecca Cosmetics in Bandung City was unknown, the minimum sample size was determined using the Cochran formula, $(n = Z^2pq/e^2)$, where n is the required sample size, Z is the standard normal distribution value, p is the estimated probability of occurrence, q is the estimated probability of non-occurrence, and e is the margin of error. Using a 95% confidence level ($Z = 1.96$), $p = 0.50$, $q = 0.50$, and a 10% margin of error, the calculation resulted in a minimum sample requirement of 96.04 respondents, which was rounded to 96 respondents. Therefore, the study targeted a minimum of 96 Generation Z consumers who met all predetermined inclusion criteria.

Sampling Limitation

The purposive online sampling procedure has implications for the representativeness of the findings. Because respondents were recruited through Instagram and WhatsApp, the sample may contain a relatively high proportion of Generation Z consumers who are active on digital and social media platforms. These consumers may have greater exposure to influencer marketing, online reviews, e-WOM, and digital promotional content than Generation Z consumers who are less active online.

Therefore, the findings should be interpreted primarily in relation to the sampled Generation Z consumers who are digitally active and have experience using Raecca Cosmetics. The study does not claim that the findings automatically represent all Generation Z consumers in Bandung City. Future research may employ probability sampling or combine online and offline recruitment to improve sample representativeness and external validity.

Data Analysis Technique

The collected data were analyzed using IBM SPSS Statistics. The analysis consisted of descriptive statistics, validity testing, reliability testing, classical assumption testing, simple linear regression analysis, hypothesis testing using the t-test, and the coefficient of determination (R^2).

Because the study contains one independent variable and one dependent variable, simple linear regression was employed to examine the influence of Consumer Perception (X) on Consumer Satisfaction (Y). Simple linear regression is appropriate when a study involves one independent variable and one dependent variable and seeks to determine the direction and magnitude of a linear relationship between them (Jones et al., 2025). Regression analysis can also be used to test hypotheses and estimate changes in the dependent variable based on changes in the independent variable (Wang et al., 2023).

The regression equation used in this study is:

$$Y = \alpha + \beta X + \varepsilon$$

where Y represents Consumer Satisfaction, X represents Consumer Perception, α represents the constant, β represents the regression coefficient, and ε represents the error term.

The t-test was used to determine whether Consumer Perception had a statistically significant effect on Consumer Satisfaction. The significance level was set at 5% ($\alpha = 0.05$). If the significance value was less than 0.05, the null hypothesis was rejected, indicating that Consumer Perception had a statistically significant influence on Consumer Satisfaction. Conversely, if the significance value exceeded 0.05, the null hypothesis was not rejected.

The coefficient of determination (R^2) was used to determine the proportion of variation in Consumer Satisfaction that could be explained by Consumer Perception. A higher R^2 indicates that a greater proportion of variation in Consumer Satisfaction can be statistically explained by the independent variable, while the remaining variation is attributable to other factors outside the model.

Descriptive Analysis Technique

Descriptive analysis was conducted to describe the responses of the 96 Generation Z respondents regarding Consumer Perception and Consumer Satisfaction toward Raecca Cosmetics. Each questionnaire item was measured using five response categories: strongly disagree, disagree, neutral, agree, and strongly agree. To interpret the respondents' responses, percentage scores were classified into five categories. The minimum percentage was calculated as $100\% \div 5 = 20\%$, while the range between the maximum and minimum percentages was $100\% - 20\% = 80\%$. The resulting range was then divided into five categories, producing an interval of 16%. Accordingly, the percentage scores were interpreted using five categories, namely Very Low, Low, Moderate, High, and Very High, to provide a clear description of the respondents' overall perceptions and satisfaction toward Raecca Cosmetics.

Table 2. Percentage Interval and Category of Respondent Responses

Percentage Interval	Category
20%–36%	Very Low
>36%–52%	Low
>52%–68%	Moderate
>68%–84%	High
>84%–100%	Very High

The total score for each indicator was calculated based on respondents' Likert-scale responses using the formula $\text{Total Score} = (\text{Strongly Agree} \times 5) + (\text{Agree} \times 4) + (\text{Neutral} \times 3) + (\text{Disagree} \times 2) + (\text{Strongly Disagree} \times 1)$. The resulting score was then compared with the ideal score to determine the percentage level of each indicator and variable. The descriptive analysis was used to provide an overall representation of Generation Z consumers' perceptions of Raecca Cosmetics and their level of satisfaction with the products and services. However, descriptive analysis was not used to determine the explanatory relationship between the variables; the influence of Consumer Perception on Consumer Satisfaction was subsequently examined using simple linear regression and hypothesis testing.

Result and Discussion

Descriptive Analysis

Analysis of Generation Z (X) Consumer Perceptions

Table 3. Percentage Interpretation Criteria for Consumer Perception and Consumer Satisfaction

Percentage Interval	Category
20%–36%	Very Low
>36%–52%	Low
>52%–68%	Moderate
>68%–84%	High
>84%–100%	Very High
Observed Score: 82.57%	High

The calculation results for the Generation Z Consumer Perception (X) variable show an average percentage of 82.57%. Based on the continuum, this percentage falls into the "High" category. This result indicates that most respondents responded positively to the statement indicators related to consumer perceptions of Raecca cosmetic products. These findings indicate that Generation Z consumers in Bandung City have a positive perception of Raecca cosmetic products. This high perception illustrates that consumers can receive, assess, and interpret product information well, thus forming a positive assessment of Raecca cosmetics. These results align with research conducted by (Chen et al., 2022), which states that consumer perceptions are formed through the process of receiving and interpreting information received about a product.

Analysis of Raecca Cosmetics Consumer Satisfaction (Y)

The calculation results for the Raecca Cosmetics Consumer Satisfaction (Y) variable show an average percentage of 82.76%. Based on the continuum, this percentage falls into the "Very High" category. These results indicate that most respondents responded very positively to the indicators related to consumer satisfaction with Raecca cosmetic products. These findings indicate that Generation Z consumers in Bandung are highly satisfied with Raecca cosmetic products. The high level of consumer satisfaction indicates that Raecca products can meet consumer expectations and needs, leading to high ratings for the products they use. These results align with research that states that consumer satisfaction is the consumer's feelings after comparing expectations for a product with the perceived performance of the product after use.

Data Analysis and Interpretation

Simple Linear Regression Analysis

Simple linear regression analysis was used to identify the influence of the independent variable, Generation Z Consumer Perception (X), on the dependent variable, Raecca Cosmetics Consumer Satisfaction (Y). The results of the simple linear regression analysis are shown in the following table:

Table 4. Coefficients of the Regression Model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.242	1.163		14.820	.000
	Consumer Perception	.433	.030	.826	14.227	.000

The simple linear regression equation is $Y = 17.242 + 0.433X + e$, where Y represents Consumer Satisfaction as the dependent variable, a represents the constant, b represents the regression coefficient, X represents Consumer Perception as the independent variable, and e represents the error term. The constant value of 17.242 indicates that when Consumer Perception is assumed to be zero, the predicted value of Consumer Satisfaction is 17.242. Meanwhile, the regression coefficient of 0.433 indicates a positive relationship between Consumer Perception and Consumer Satisfaction, meaning that every one-unit increase in Consumer Perception is associated with an estimated 0.433-unit increase in Consumer Satisfaction, assuming other factors represented by the error term remain unchanged.

Hypothesis Testing

Results of the Initial Hypothesis Test (T-Test)

Partial test (t-test), which is a test conducted to determine the relationship between the independent variables individually and the dependent variable. Partial testing (t-test) has criteria based on the proposed hypothesis, namely: If the calculated t value $> t_{\text{table}}$ and the significance value < 0.05 , then H_0 is rejected and H_1 is accepted, meaning that Consumer Perception has a partial effect on Consumer Satisfaction. If the calculated t value $< t_{\text{table}}$ and the significance value > 0.05 , then H_0 is accepted and H_1 is rejected, meaning that Consumer Perception does not have a partial effect on Consumer Satisfaction.

Table 5. Coefficients of the Regression Model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.242	1.163		14.820	.000
	Consumer Perception	.433	.030	.826	14.227	.000

The hypothesis testing results indicate that Consumer Perception has a positive and statistically significant effect on Consumer Satisfaction. The significance value is $0.000 < 0.05$, indicating that the effect is statistically significant at the 5% significance level. The t-table value was determined using the formula with and resulting in $df = 94$ and a critical t-value of

approximately 1.985. The calculated t-value should be compared with this critical value; because the regression coefficient for Consumer Perception is positive ($B = 0.433$) and the significance value is below 0.05, the null hypothesis is rejected, and the alternative hypothesis is accepted. Thus, Consumer Perception significantly and positively influences Consumer Satisfaction among Generation Z consumers of Raecca Cosmetics in Bandung City.

F Test Results

The simultaneous test (F-test) is a test conducted by examining the correlation of all independent variables, Consumer Perception, to Consumer Satisfaction. The F-test decision can be seen based on the following criteria: If the calculated F value $> F_{(table)}$ and the significance value < 0.05 , then H_0 is rejected and H_1 is accepted, meaning that Consumer Perception has a simultaneous effect on Consumer Satisfaction. If the calculated F value $< F_{(table)}$ and the significance value > 0.05 , then H_0 is accepted and H_1 is rejected, meaning that Consumer Perception has a simultaneous effect on Consumer Satisfaction.

Table 6. ANOVA Results of the Regression Model

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	761.910	1	761.910	202.413	.000 ^b
	Residual	353.829	94	3.764		
	Total	1115.740	95			
a. Dependent Variable: Customer Satisfaction						
a. Predictors: (Constant), Consumer Perception						

The F-test was conducted to determine whether the regression model involving Consumer Perception significantly explains variation in Consumer Satisfaction. Based on the ANOVA results, the calculated F-value was 202.413 with a significance value of 0.000, while the F-table value at a 5% significance level with $df_1 = 1$ and $df_2 = 94$ was approximately 3.94. The calculation of the degrees of freedom was based on n and k , where n represents the sample size and k represents the number of independent variables. Since $F_{\text{calculated}} (202.413) > F_{\text{table}} (3.94)$ and the significance value $0.000 < 0.05$, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted. Therefore, the regression model is statistically significant, indicating that Consumer Perception significantly influences Consumer Satisfaction among Generation Z consumers of Raecca Cosmetics in Bandung City.

Coefficient of Determination (R² Test)

The coefficient of determination (R² test) is a test conducted to determine the extent to which all independent variables, including Consumer Perception, simultaneously influence Consumer Satisfaction by examining the percentage correlation between all independent variables. The value is determined based on the R² value, which is:

Table 5. Model Summary of the Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826 ^a	.683	.680	1.940
a. Predictors: (Constant), Consumer Perception				

Based on the coefficient of determination in the table above, the R-square value of 0.683 indicates that the independent variable, Consumer Perception, simultaneously influences Consumer Satisfaction by 68.3%, while other variables not included in this study contribute 31.7%. The R² value of 0.683 indicates substantial explanatory power, suggesting that consumer perception accounts for approximately two thirds of the observed variation in consumer satisfaction. Nevertheless, approximately 31.7% of the variance remains unexplained, implying that additional psychological and marketing variables may also influence satisfaction among Generation Z consumers.

Consumer Perception and Consumer Satisfaction Among Generation Z Consumers

The present study demonstrates that consumer perception plays an important role in shaping customer satisfaction among Generation Z consumers in the Indonesian cosmetic market. Rather than merely indicating a statistical association, the findings suggest that the way Generation Z interprets product quality, brand credibility, price fairness, and digital information substantially influences their evaluation after using cosmetic products. These findings indicate that consumer satisfaction is not solely determined by the physical performance of cosmetic products but also by consumers' cognitive and emotional evaluations formed throughout the purchasing process. The findings can be interpreted through the lens of Expectation Confirmation Theory, which argues that customer satisfaction emerges when perceived product performance confirms or exceeds prior expectations. Before purchasing cosmetic products, Generation Z consumers develop expectations through exposure to social media content, influencer recommendations, online reviews, and brand communication. During product usage, these expectations are compared with actual product performance. When consumers perceive that Raecca products deliver the promised quality and value, positive confirmation occurs, leading to higher customer satisfaction.

Conversely, if the actual product performance fails to meet these expectations, negative confirmation may occur and reduce satisfaction. Therefore, consumer perception functions as an important psychological mechanism that influences how consumers evaluate their consumption experiences. This finding extends the application of Expectation Confirmation Theory within the context of emerging local cosmetic brands operating in highly digitalized markets. The strong influence of consumer perception is also closely related to the unique characteristics of Generation Z consumers. Unlike previous generations, Generation Z tends to obtain product information from multiple digital sources before making purchasing decisions. They actively compare online reviews, influencer opinions, electronic word of mouth, and user-generated content to reduce perceived purchasing risk. Consequently, consumer perception is continuously formed through digital interactions rather than solely through direct product experience. This explains why positive perceptions established before product usage strongly contribute to post purchase satisfaction. The findings also suggest that consumer perception should be viewed as an antecedent rather than merely a predictor of customer satisfaction. Positive perceptions regarding product quality, value, and brand credibility create favorable psychological expectations before purchase. These expectations subsequently influence

consumers' post purchase evaluations and overall satisfaction. This mechanism explains why companies need to manage not only product performance but also the information environment surrounding their brands. Digital brand interaction further strengthens this relationship because cosmetic brands increasingly communicate with consumers through social media platforms such as Instagram, TikTok, and e-commerce applications. Continuous interaction enables consumers to develop stronger familiarity, trust, and emotional attachment toward the brand. Positive engagement with digital content therefore contributes to favorable consumer perceptions, which subsequently enhance satisfaction after purchase. This finding supports recent consumer behavior literature emphasizing the importance of interactive digital marketing in shaping customer evaluations among Generation Z.

The Generation Z Consumer Perception variable (X) contributes to Raecca Cosmetics Consumer Satisfaction (Y). This can be seen from the coefficient of determination (R^2), which indicates that consumer satisfaction is influenced by consumer perception, while the remaining influence is influenced by other factors outside the study, such as product quality, price, promotion, and product usage experience. Although consumer perception explains a substantial proportion of customer satisfaction, the unexplained variance indicates that satisfaction is inherently multidimensional. Other psychological and marketing related variables, including perceived value, product quality, brand trust, emotional attachment, price fairness, and after sales experience, may also influence customer satisfaction. Therefore, the present findings should be interpreted as explaining one important dimension within a broader consumer decision making process. The findings contribute theoretically by reinforcing Expectation Confirmation Theory within the context of Generation Z cosmetic consumers and demonstrating that consumer perception represents a key psychological mechanism linking digital marketing experiences with customer satisfaction. From a practical perspective, cosmetic companies should focus not only on improving product quality but also on strengthening digital communication, maintaining brand transparency, encouraging authentic customer reviews, and building trust through consistent interactions across social media platforms. Such strategies are particularly important for local cosmetic brands competing within Indonesia's rapidly expanding digital beauty industry.

Conclusion

This study concludes that Generation Z Consumer Perception significantly and positively influences Consumer Satisfaction with Raecca Cosmetics. The results show a significance value of $0.000 < 0.05$ and a positive regression coefficient of 0.433, indicating that higher consumer perception is associated with higher consumer satisfaction. The calculated t-value of 14.227 also exceeds the t-table value of approximately 1.985, confirming that the proposed hypothesis is accepted. Consumer Perception obtained an average score of 82.57%, categorized as High, while Consumer Satisfaction achieved 82.76%, indicating a very high level of satisfaction among respondents. These findings demonstrate that positive evaluations of Raecca Cosmetics, particularly regarding product quality, benefits, price, brand characteristics, and suitability for consumer needs, contribute to consumers' overall satisfaction. The coefficient of determination (R^2) of 0.683 further indicates that Consumer Perception explains 68.3% of the variation in Consumer Satisfaction, while the remaining 31.7% may be associated with other factors not examined in this study. Therefore, Raecca Cosmetics should maintain and improve the aspects that shape positive consumer perceptions, particularly product quality, value, brand consistency, and the overall consumer experience. By maintaining consistency between consumer expectations and actual product performance, Raecca Cosmetics can strengthen satisfaction among Generation Z consumers and improve its competitiveness in the local cosmetic market.

References

- Adiba, E. M. (2019). Consumer purchasing behavior of halal cosmetics: A study on generations X and Y. *Journal of Islamic Monetary Economics and Finance*, 5(1), 169-192. <https://doi.org/10.21098/jimf.v5i1.1052>
- Amaliah, A. N. S., Sucipto, K. R. R., Aisyah, S., & Rahmawati, A. (2024). Bridging the Green Gap: Millennials and Gen Z's Willingness to Pay More for Eco-Friendly Products in Indonesia. *Jurnal Inovasi Pendidikan Ekonomi (JIPE)*, 14(2), 204. <https://doi.org/10.24036/011316660>
- Ariyanti, M. D., & Wantara, P. (2025). Pengaruh Digital Marketing, Persepsi Harga, Kualitas Pelayanan Terhadap Kepuasan Pelanggan Dalam Pembelian Online pada Belia Cosmetic Store (Studi Pada Mahasiswi Universitas Trunojoyo Madura). *Jurnal Kajian Ilmu Manajemen (JKIM)*, 4(3). <https://doi.org/10.21107/jkim.v4i3.26807>
- Arkanuddin, M. F., Firmansyah, M. A., Fakhruddin, M. B., Dewani, C. H., & Kridaningsih, T. E. (2023). The Analysis Of Satisfaction On Digital Business Sector: Expectation Confirmation Model Validation. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 11(2). <https://doi.org/10.37676/ekombis.v11i2.4843>
- Cahyani, I. N., & Subiantoro, A. W. (2021). *Assessing the Validity and Reliability of the Questionnaire on Student Learning Online Interests in Biology: 6th International Seminar on Science Education (ISSE 2020)*. <https://doi.org/10.2991/assehr.k.210326.026>
- Chen, T., Samaranayake, P., Cen, X., Qi, M., & Lan, Y.-C. (2022). The Impact of Online Reviews on Consumers' Purchasing Decisions: Evidence From an Eye-Tracking Study. *Frontiers in Psychology*, 13, 865702. <https://doi.org/10.3389/fpsyg.2022.865702>
- Concepcion, C. J. (2025). Impression of social media influencers towards customers of locally manufactured cosmetic beauty products. *Journal of Business and Management Studies*, 7(2), 116-163. <https://doi.org/10.32996/jbms.2025.7.2.10>
- Dewi, C. F., & Sari, D. (2023). GREEN PACKAGING AND BRANDING IMPACT ON GREEN PURCHASE INTENTION WITH GREEN BRAND IMAGE AS A MEDIATOR: STUDY AT LOVE BEAUTY AND PLANET OF GEN Z IN WEST JAVA. *JOURNAL OF BUSINESS STUDIES AND MANGEMENT REVIEW*, 7(1), 1–9. <https://doi.org/10.22437/jbsmr.v7i1.29550>
- Fitriyanti, J., Fasa, M. I., & Susanto, I. (2026). The Effect of Product Visual Aesthetics, Brand Identity Consistency and Sustainability Value on Product Purchasing Behavior in Islamic Business Perspective. *Neo Journal of economy and social humanities*, 5(2), 265-280. <https://doi.org/10.56403/nejesh.v5i2.421>
- Ghaleb, M. M. S., & Alawad, W. A. (2024). Social media and purchase intentions of Gen Z: Role of social media influencers. *International Journal of Instructional Cases*, 8(1), 96-120.
- Handriana, T., Yulianti, P., Kurniawati, M., Arina, N. A., Aisyah, R. A., Ayu Aryani, M. G., & Wandira, R. K. (2021). Purchase behavior of millennial female generation on Halal cosmetic products. *Journal of islamic Marketing*, 12(7), 1295-1315. <https://doi.org/10.1108/JIMA-11-2019-0235>

- Hwang, J. K., Kim, E. J., Lee, S. M., & Lee, Y. K. (2021). Impact of susceptibility to global consumer culture on commitment and loyalty in botanic cosmetic brands. *Sustainability*, 13(2), 892. <https://doi.org/10.3390/su13020892>
- Istri, C. D. A., & Fadila, R. (2023). Uji validitas dan reliabilitas kuesioner pengetahuan masyarakat tentang program JKN. *Jurnal Kesehatan Qamarul Huda*, 11(1), 307-315. <https://doi.org/10.37824/jkqh.v11i1.2023.462>
- Jaelani, E. (2025). Pengaruh Digital Customer Experience terhadap Kepuasan dan Retensi Pelanggan pada E-Commerce TikTok Shop pada Gen Z di Indonesia. *JSMA (Jurnal Sains Manajemen Dan Akuntansi)*, 17(1), 50–57. <https://doi.org/10.37151/jsma.v17i1.225>
- Jones, L., Barnett, A., & Vagenas, D. (2025). Linear regression reporting practices for health researchers, a cross-sectional meta-research study. *PLOS ONE*, 20(3), e0305150. <https://doi.org/10.1371/journal.pone.0305150>
- Kaliyadan, F., & Kulkarni, V. (2019). Types of variables, descriptive statistics, and sample size. *Indian Dermatology Online Journal*, 10(1), 82. https://doi.org/10.4103/idoj.IDOJ_468_18
- Khandelwal, P. R., & Bhavsar, H. (2025). Brand Experience, Trust, and Satisfaction in Building Customer Loyalty in the Cosmetics Industry. *PARIDNYA-The MIBM Research Journal*, 10-14.
- Melati, A. S., Yanuar, D., & Susilawati, N. (2025). Dampak E-WOM dan Kepercayaan Merek terhadap Minat Beli Somethinc pada Gen Z. *Jurnal Komunikasi Global*, 13(2), 350–371. <https://doi.org/10.24815/jkg.v13i2.38179>
- Mohajan, H. K. (2020). Quantitative Research: A Successful Investigation in Natural and Social Sciences. *Journal of Economic Development, Environment and People*, 9(4). <https://doi.org/10.26458/jedep.v9i4.679>
- Nagvanshi, S., Gupta, N., & Kumar, V. (2023). Gen Z consumers' purchase intention towards organic cosmetic brands advertised on social media.
- Pakarti, P., Dharmmesta, B. S., Nugroho, S. S., & Sutikno, B. (2022). REVIEW OF CUSTOMER EXPERIENCE, PERCEIVED EFFECTIVENESS OF E-COMMERCE INSTITUTIONAL MECHANISMS, AND REPURCHASE INTENTION FROM THE PERSPECTIVE OF EXPECTATION-CONFIRMATION THEORY. *Jurnal Aplikasi Manajemen*, 20(1), 12–24. <https://doi.org/10.21776/ub.jam.2022.020.01.02>
- Putri, M. K., & Dermawan, R. (2023). Influence of Content Marketing and Influencer Marketing on the Purchase Intention of Somethinc Products on TikTok Gen Z Users in Surabaya. *Indonesian Journal of Business Analytics*, 3(5), 1663–1672. <https://doi.org/10.55927/ijba.v3i5.5437>
- Ramadania, R., Suh, J., Rosyadi, R., Purmono, B. B., & Rahmawati, R. (2023). Consumer ethnocentrism, cultural sensitivity, brand credibility on purchase intentions of domestic cosmetics. *Cogent Business & Management*, 10(2), 2229551. <https://doi.org/10.1080/23311975.2023.2229551>
- Romli, Z. (2024). The Market Formation of Value and Preferences: An Empirical Study of Electronic Word-of-Mouth in the Indonesia E-Commerce for Cosmetic Product. *International Journal of Social Science and Business*, 8(2), 337–349. <https://doi.org/10.23887/ijssb.v8i2.75830>

- Shim, J., Woo, J., Yeo, H., Kang, S., Kwon, B., Jung Lee, E., ... & Gyoo Park, S. (2024). The clean beauty trend among millennial and Generation Z consumers: assessing the safety, ethicality, and sustainability attributes of cosmetic products. *Sage Open*, 14(2), 21582440241255430. <https://doi.org/10.1177/21582440241255430>
- Simamora, B. (2022). Skala Likert, Bias Penggunaan dan Jalan Keluarnya. *Jurnal Manajemen*, 12(1), 84–93. <https://doi.org/10.46806/jman.v12i1.978>
- Sivan, N. S., & Balakrishnan, J. (2026). How Sensory Promotional Appeals Drive Willingness to Pay More for Green Cosmetics: Evidence from Gen Y and Gen Z Consumers in India. *Journal of Promotion Management*, 1-27. <https://doi.org/10.1080/10496491.2026.2672504>
- Story, D. A., & Tait, A. R. (2019). Survey Research. *Anesthesiology*, 130(2), 192–202. <https://doi.org/10.1097/ALN.0000000000002436>
- Sufyan, I. K., & Pamuncak, M. B. (2023). Convenient or Marketing matters? Unveiling the Determinants of Purchasing Decisions in Tokopedia E-Commerce. *Journal of Digital Marketing and Halal Industry*, 5(2), 207–224. <https://doi.org/10.21580/jdmhi.2023.5.2.18247>
- Suwandi, D. S., & Balqiah, T. E. (2023). Factors Increasing Loyalty of Local Cosmetic Brands: A Study on Generation Z in Indonesia. *Binus Business Review*, 14(3), 285–296. <https://doi.org/10.21512/bbr.v14i3.9742>
- Szaban, M., Szymkowiak, A., & Zdziennicka, A. (2025). Unpacking consumer price perceptions: The role of sustainability and ethical labels in the cosmetics market. *Journal of Cleaner Production*, 490, 144730. <https://doi.org/10.1016/j.jclepro.2025.144730>
- Uzir, Md. U. H., Jerin, I., Al Halbusi, H., Hamid, A. B. A., & Latiff, A. S. A. (2020). Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates? *Heliyon*, 6(12), e05710. <https://doi.org/10.1016/j.heliyon.2020.e05710>
- Wang, L. X., Zhao, T. F., Cao, J. B., Shen, J. F., Xiao, Y. B., & Zhou, Z. X. (2014). Design of Body Structure for New Type Lightweight Electric Vehicle. *Key Engineering Materials*, 620, 335–340. <https://doi.org/10.4028/www.scientific.net/KEM.620.335>
- Wibowo, S., Hidayat, R., Suryana, Y., Sari, D., & Kaltum, U. (2020). Measuring the Effect of Advertising Value and Brand Awareness on Purchase Intention through the Flow Experience Method on Facebook's Social Media Marketing Big Data. *2020 8th International Conference on Cyber and IT Service Management (CITSM)*, 1–5. <https://doi.org/10.1109/CITSM50537.2020.9268812>
- Widiantari, N., & Rachmawati, I. (2023). Investigating the Factors of Green Purchase Intention on Green Cosmetics in Indonesia. *Journal of World Science*, 2(12), 2082–2098. <https://doi.org/10.58344/jws.v2i12.510>
- Yuwono, W., Permata, N. S., & Christiarini, R. (2024). ANALISIS PENGARUH INFLUENCER CREDIBILITY TERHADAP PURCHASE INTENTION PRODUK SKINCARE LOKAL DENGAN MEDIASI BRAND IMAGE, TRUST, DAN BRAND SATISFACTION. *Jurnal Manajemen Terapan Dan Keuangan*, 13(02), 510–519. <https://doi.org/10.22437/jmk.v13i02.31782>