

ABSTRACT

In development of the corporate world and trade, bussiness strategy is needed in the face of competition of business, especially in the field of Clothing Company. Along with its, industrial firm claimed to compete with fellow venture of its kind in order to be able to still exist, its make companies strive to create a better product in the face of competition more and more engaged in the same industry.

This research contains one variable independent and one dependent variable. The independent variable is quality product (X) and the dependent variable is customer satisfaction (Y).

The primary data is collected through survey methods contains 100 respondent by using accidental sampling technique. This kind of research is descriptive analysis with quantitative methods to 100 respondent which are the customers of Fazry clothing company. While data analysis technique that writer use is simple linear analysis.

The result of this research using descriptive analysis equal to 73% for quality product variable and 76% for customer satisfaction variable. Therefore, we can conclude that quality product have an effect against customer satisfaction equal to 58.9% and the rest of them equal to 41.1% be affected by other factor that not studied in this research.

Keyword : Quality Product, Customer Satisfaction, Fazry