

ABSTRACT

With the development of information technology today, has created new business types and opportunities where business transactions are increasingly done electronically through an online media one of which is Instagram that can show products that are sold and related to consumers. Customer satisfaction is the customer's response to the consumer when the products and services he received in accordance with his expectations, gaining a sense of pleasure and satisfaction. Consumers ' satisfaction is influenced by several things, such as: Quality of service and product quality. The purpose of this research is to know the influence of quality of service and quality of products to consumers in fashion industry Hoy Jakarta.

The method used is quantitative, while the sampling technique used probability sampling to 100 consumers Hoy Jakarta. This research uses the MSI method as a data processing tool. From the data processing results using multiple linear regression analyses. The results showed that the quality of service and product quality have significant effect on consumer satisfaction. Based on the test coefficient of determination of service quality and product quality has an impact of 80% on satisfaction. In the future it is expected to continue to improve the quality of services and products, especially in terms directly related to consumers.

Keyword : Quality of service, product quality, consumer satisfaction, Online