

ABSTRACT

Bandung is one of the cities in Indonesia, fashion trends in the city of Bandung are greatly increasing and attractive fashion is not spared from a Convection, Convection is a place to produce clothing needs such as clothing, Convection usually opens the service of making t-shirts, shirts, jackets, training pants and accepts screen printing. Paranos Group Convection. This Paranos Group Convection serves a variety of orders ranging from units or wholesale to a community. This study aims to determine the effect of product quality on customer satisfaction of consumers Paranos Group Convection. Data collection was carried out by distributing questionnaires to Paranos Group Consumers online by 70 respondents. The research method used in this research is descriptive, quantitative, causal / verivative, the sampling technique used is non-probability and its type is accidental sampling and the data analysis technique used is simple linear regression. Based on the results of an analysis of 70 respondents obtained a simple linear regression equation, namely: $Y = 3.817 + 0.240x$ and the coefficient of determination (R) of 0.462 which shows that the Effect of Product Quality on Customer Satisfaction (Case Study on Consumer Paranos Group Convection 2020) is 46,2% while the remaining 53,8% is influenced by other factors not examined by the authors.

Keywords: Marketing, Product Quality, Customer Satisfaction