

## **ABSTRACT**

One of the business fields that always has a very high level of competition is the business in the field of convection. Technological developments that make all convection production processes easier. Resulted in very high competition in the convection business along with the development of the industry throughout Indonesia. The province of West Java is the holder of the second largest number of convection companies in Indonesia after Central Java province. This development was also caused by several other factors such as business opportunities from the company. The fact that business opportunities at convection companies never die can not be denied. This happens because clothing is one of the basic human needs, namely the need for clothing, food, and shelter, with a minimum number of orders in the tens or even hundreds of clothes.

This study aims to examine the effect of product quality on customer satisfaction at the Negrin vendor Bandung convection. This research method is a quantitative method and simple regression analysis. Sampling was carried out by non-probability sampling method, with the number of respondents in this study were customer satisfaction at the Negrin vendor Bandung convection with the number of respondents as many as 96 people.

Based on the results of hypothesis testing, product quality has a significant effect on consumer satisfaction at the Negrin Bandung vendor convection. The coefficient of determination test results show that the value of R Square has an effect of 80.2% while the remaining 19.8% is influenced by other variables not examined in this study, such as customer loyalty.

Keyword: Product Quality, Customer Satisfaction