

ABSTRACT

The background of this research is the problems that occur in the cosmetics company Scarlett Whitening related to product quality and consumer satisfaction. Therefore, this research was conducted with the aim of testing between the variables to be examined in this study, namely, Product Quality and Consumer Satisfaction at Scarlett Whitening in the Shopee Marketplace.

This research method uses quantitative methods with descriptive research and simple linear regression analysis processed with IBM SPSS 25 software. The sampling technique used is non-probability sampling with purposive sampling. The data collection technique in this research is in the form of a questionnaire with a total of 100 respondents who are Shopee Marketplace users and who have made purchases and have used Scarlett Whitening products.

The results of the calculation of the coefficient of determination obtained a value of 0.638 with a percentage of 63,8% then Product Quality (X) has an influence of 63,8% on Consumer Satisfaction (Y). Based on the results of the research that has been done, it can be concluded that there is a positive influence on Product Quality (X) on Consumer Satisfaction (Y) on Scarlett Whitening in the Shopee Marketplace.

Keywords: *Product Quality, Consumer Satisfaction*