

## **ABSTRACT**

*The development of the times is currently growing very rapidly, especially in the field of Fashion. In Indonesia, fashion is currently growing rapidly in recent years. Colored with a number of fashion trends that are viral and worn by many people. Craft can also be interpreted as a work that is done using simple tools by relying on the dexterity of the hands, done by a person who is trained starting from clothing, accessories, shoes, makeup to skincare. In this study, researchers analyzed product quality at UMKM Yuridi Craft in the city of Bandung.*

*The purpose of this research is to find out what product quality needs to be improved by UMKM Yuridi Craft. Because there are complaints about product quality that makes consumers a little disappointed with the quality that has been given.*

*The method used in this study is to use quantitative methods and the use of a Likert scale as a measurement scale and data analysis using a continuum line. In this study using nonprobability sampling techniques, purposive sampling and calculations with the Cochran formula, then distributing questionnaires to 100 respondents and processing data using SPSS.*

*The results of this study found that the product quality variable has a valid value with a value below 0.05. From the descriptive analysis test it is known that the product quality variable with six dimensions, gets an average score that is included in the very good category. Overall product quality has a significant effect on consumer satisfaction in the city of Bandung. The higher the quality level of a Yuridi Craft product, the higher the level of consumer confidence in the product. With a high level of trust in the quality of Yuridi Craft products, consumers will be more loyal to product purchases.*

*Keywords: Craft, Product Qualit, UMKM Yuridi Craft*