

ABSTRACT

This study aims to identify and examine the influence of the Product Quality Customer Satisfaction Convection Inglorious Industries Company in Bandung.

Research using quantitative research methods with descriptive approach with simple linear regression techniques. Primary data was collected through a survey of 100 respondents method using Random Sampling technique. This type of research is descriptive research method is a quantitative method to the 100 respondents who are customers Convection Inglorious Industries. Convection is the data analysis technique used is the author of Simple Linear Analysis.

These results indicate that the effect sigfinikan product quality to customer satisfaction. Based on the test results of descriptive analysis has amounted to 75.82% for Product Quality variable and 71.64% variable customers. And satisfaction results showed that the level of correlation is moderate and significant relationship between product quality and customer satisfaction.

Thus, the results showed that the partial effect on the Product Quality Customer Satisfaction amounted to 44.8% and the remaining 55.2% is influenced by other factors not examined in this study.

Keywords: Product Quality, Customer Satisfaction, Convection, Inglorious Industries.