

ABSTRACT

This study was conducted to determine the effect of Miniso's Product Quality on Satisfaction and Consumer Loyalty among college students in Bandung City. This research uses quantitative methods by distributing questionnaires to respondents. The population in this research are consumers who have purchased Miniso products among college students in Bandung City. The data was analyzed descriptively and the hypothesis was tested by using regular regression analysis. The purpose of this study is to find out how much the effect Miniso's Product Quality on Satisfaction and Consumer Loyalty.

The results showed that the Product Quality (X) positive and significant impaction Satisfaction (Y_1) and Consumer Loyalty (Y_2). Based on the result of t-test, it is obtained t value variable Product Quality on Consumer Loyalty counted 8.643, so that variable Product Quality has the greatest significance influence on Consumer Loyalty compared with the result of t-test Product Quality on Satisfaction Consumer counted 7.327.

Keywords : *Miniso, Product Quality, Consumer Satisfaction, and Consumer Loyalty*