ABSTRACT

Today's fashion has become one way to express self-desire and creativity. The development of the fashion industry in Indonesia can be seen in the city of Bandung, which is one of Indonesia's independent fashion barometers that have never missed its development. The form of fashion stores in the city of Bandung is in the form of a distribution store. To compete in business, the advantages that must be done are product strategy, service quality attributes and store attributes to create and enhance customer satisfaction.

This study aims to determine the effect of product attributes, service quality attributes and store attributes on consumer satisfaction at the House of Smith Bandung. The method used is a quantitative method with a type of descriptive and causal research. The type of data uses primary and secondary data, while the techniques used in collecting data are interviews, questionnaires and literature studies. Sampling uses a non-probability sampling method of purposive sampling with respondents as many as 100 people. Data analysis techniques used descriptive analysis and multiple linear regression analysis

The results show that product attributes, service quality attributes and store attributes are in the good category. Based on the results of simultaneous hypothesis testing that Product Attributes (X1), Service Quality Attributes (X2) and Store Attributes (X3) have an effect on Consumer Satisfaction (Y) with an effect of 0.793 or 79.2%. While the remaining 20.7% is a constellation of other variables besides Product Attributes (X1), Service Quality Attributes (X2) and Store Attributes (X3). This is obtained from the results of the calculation of the calculated F value of (122,769)> F table (2,699). Based on the hypothesis test partially obtained product attributes have a level of positive and significant influence on customer satisfaction, service quality attributes also have a positive and significant influence on customer satisfaction, store attributes have a positive and significant influence on customer satisfaction at the House of Smith Bandung.

Keyword : *Product Attributes, Service Quality Attributes, Store Attributes, Consumer Satisfaction*