

## **ABSTRACT**

*Along with its development, industrial companies are required to compete with similar business partners to be able and still exist, this is what makes the company strive to create excellence in facing the increasing number of competition in the same industry. This study aims to determine and examine the effect of Product Quality on Customer Satisfaction at Kibo Industries Convection Company.*

*Research uses quantitative research methods with descriptive and correlation approaches. Primary data was collected through survey methods on 100 respondents using Nonprobability sampling and Accidental Sampling techniques. This type of research is descriptive with research methods, namely quantitative methods to 100 respondents who are Convection customers of Kibo Industries. While the data analysis technique that the author uses is Simple Linear Analysis.*

*This study has a descriptive analysis of 71.0% for Product Quality variables and 71.6% for customer satisfaction variables. And show the results that there is a moderate level of correlation and a significant relationship between product quality and customer satisfaction. Thus, the results of the study show that partially the Product Quality has an effect on Customer Satisfaction of 56.1% and the remaining 43.9% is influenced by other factors not examined in this study.*

**Keywords: Customer Satisfaction, Kibo Industries Convection, Product Quality**