

ABSTRACT

Shopataleen is one of the local Indonesian fashion brands in the city of Bandung which was founded in January 2017. Shopataleen offers products with unique, creative, and comfortable designs to wear. Shopataleen has a fashion characteristic with casual and feminine models made of cotton. Today, the world of fashion continues to evolve by adapting to human lifestyles. GDP growth shows that fashion has become one of the priority sub-sectors of Indonesia's creative industry which is currently developing. Life in Bandung has its own convenience in terms of fashion.

This study aims to determine the effect of product quality and price on customer satisfaction at the Shopataleen Fashion Brand and determine whether product quality and price indicators affect Shopataleen's customer satisfaction. The method used to conduct this research is to use quantitative methods with the aim of causal research. This research uses non-probability sampling technique. The data collection technique used in this research is primary data by distributing questionnaires with a Likert scale and the number of respondents is 100 people. The method used in data processing in this study is multiple linear regression using the SPSS (Statistical Program for Science) version 24.0 application.

Based on the results of the questionnaire and data processing analysis results, this study shows that there is a partial influence between Product Quality on Customer Satisfaction at the Fashion Shopataleen Brand of 33.7%. There is a partial effect between Price on Customer Satisfaction at the Fashion Shopataleen Brand of 68.6%. And there is a simultaneous influence between Product Quality and Price on Customer Satisfaction on the Fashion Shopataleen Brand of 58%, while the other 42% are influenced by other variables outside the regression model of this study. Based on these results, it is recommended for further research to add other variables in order to get very perfect results.

Keywords: *Product Quality, Price and Customer Satisfaction*