

ABSTRACT

The fundamental factor in ensuring that the product is recognized and trusted by the larger community is quality. Customer happiness is greatly influenced by high-quality goods. The level of client satisfaction will also be higher if the product quality is higher. This also holds true for the caliber of services. The customer will feel satisfied with the organization if the quality of the service they receive is good. At PT. Ogos Indonesia Gemilang in Pekalongan, this study was done to ascertain the impact of product and service quality on client satisfaction. The objective of the author's research, which will be quantitative and use a causal descriptive approach (cause and effect), is to ascertain whether or not the independent factors have an impact on the dependent variable. This study used non-probability sampling with purposeful selection. The IBM SPSS 26 program was utilized to process the data for this investigation. The findings demonstrated that at PT. Ogos Indonesia Gemilang in Pekalongan, product quality and service quality had a concurrent and limited impact on customer satisfaction.

Keywords: *Product Quality, Service Quality, Costumer Satisfaction*