

ABSTRAK

One of the local streetwear fashion Roughneck 1991 initiated the sales process through social media by selling online. Customer satisfaction is very influential in maintaining each business, because it is the key to success in retaining customers with factors that support customer satisfaction itself. This study aims to determine and analyze the effect of product quality and service quality on customer satisfaction Roughneck 1991 in the city of Bandung.

This study aims to test the hypotheses that have been formulated. Then the results of data collection obtained from this study will explain the descriptive relationship between variables through the hypothesis. The population in this study were rough customers or consumers in 1991 who were domiciled in the city of Bandung. Each sample taken from the population must be representative, so this research method will use a non-probability sampling technique with purposive sampling.

The results of this study show that it is in line with the results of previous research conducted by Mahira (2021) which stated that product quality variables and service quality variables have a significant influence on customer satisfaction variables. Product quality and service quality simultaneously influence customer satisfaction by 70.9% and 29.1% are influenced by other variables in the regression model of this study.

Kata Kunci : Product Quality, Service Quality, Customer Satisfaction