

ABSTRACT

Bandung city is one city that is known as a fashion city or fashion city and is a reference for Indonesian fashion trends, including the Muslim community who have a high fashion sense. Muslim business or fashion development in Bandung is now progressing. Bandung contributes greatly to the value of the national muslim fashion business. This study aims to determine the relationship between service quality and product quality to customer satisfaction. this research was conducted in the field of fashion industry, the company studied was CV. Rabbani Asysa. The data used is secondary data and primary data. The sample size used is 99 people who are Rabbani customers.

The data analysis technique used is descriptive analysis, and hypothesis testing. To test the hypothesis in this study using regression analysis and correlation analysis. Based on the results of testing the first hypothesis shows that service quality variables have a positive and significant influence on customer satisfaction. on the results of the hypothesis testing both product quality variables have a significant influence and on customer satisfaction.

Keywords: service quality, product quality and customer satisfaction