

ABSTARCT

This study aims to determine the effect of Service Quality and Product on Customer Satisfaction on Distro Screamous Bandung both simultaneously and partially. Analysis of the data used is validity and reliability test, multiple linear regression analysis, multiple correlation analysis and coefficient of determination analysis. Hypothesis testing is done through simultaneous hypothesis testing (f test) and partial hypothesis testing (t test). Processing data in this study using the SPSS 23 program for Windows. The data collection method used is field research and library research. The sample in this study were 92 respondents using incidental sampling. The results showed that simultaneously Service Quality and Product had a positive and significant effect on Consumer Satisfaction of 51,3%, partially Service Quality towards Consumer Satisfaction had an effect of 14,21% and Product on Consumer Satisfaction had an effect of 37,12%..

Keyword : Service Quality, Product, and Consumer Satisfaction