

ABSTRACT

This research was conducted based on the phenomena that occurred from 2020 to 2022, which according to the PDRB of Bandung City in that year showed that the fashion industry was the industry with the second largest income after the culinary industry, but the percentage increase in business in this field experienced a very small increase, especially in the distribution business sector, the percentage has decreased from year to year. In this case the distro with the lowest transactions in the central Bandung area is the Geoff Max distro. Based on the results of a pre-survey conducted by researchers, the low number of transactions at the Geoff Max distribution is due to the influence of product quality and price on consumer satisfaction either simultaneously or partially. To examine the relationship between variables to be studied, researchers use applied theory from experts with renewable years, namely product quality according to Kotler et al (2022), prices according to Fandy Tjiptono (2019), and consumer satisfaction according to Kotler and Armstrong (2018). The research method used is descriptive and verification method with a total sample of 100 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination. The hypothesis test used is partial and simultaneous hypothesis testing. The results showed that there was a positive and significant influence between product quality and price on consumer satisfaction. The magnitude of the influence of product quality and price on consumer satisfaction simultaneously is 85.50% and the remaining 14.50% is influenced by other variables not examined. Partially, the magnitude of the influence of product quality on consumer satisfaction is 23.05% and the effect of price on consumer satisfaction is 62.45%, so it can be concluded that price has the greatest influence on customer satisfaction.

Keywords: Product Quality, Price and Consumer Satisfaction