

## ABSTRAK

Penelitian ini dilakukan pada PT.Sansan Saudaratex Jaya Kota Cimahi. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Kualitas Produk terhadap Kepuasan Pelanggan di PT. Sansan Saudaratex Jaya Kota Cimahi. Teknik pengambilan sampel secara Sampel Sensus (Sampling) sebanyak 63 responden. Data dikumpulkan dengan menyebarkan kuesioner kepada pelanggan PT. Sansan Saudaratex Jaya Kota Cimahi sebagai responden. Teknik analisis data menggunakan bantuan SPSS 25.

Berdasarkan analisis yang telah dilakukan, diperoleh kesimpulan bahwa kualitas produk pada PT. Sansan Saudaratex Jaya Kota Cimahi dengan skor rata – rata 3,53 termasuk dalam kategori baik dan kepuasan pelanggan PT. Sansan Saudaratex Jaya Kota Cimahi, dengan skor rata – rata 3,47 termasuk dalam kategori cukup baik. Secara parsial kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Hal ini didukung oleh hasil dari beberapa pengujian yang telah dilakukan.

Metode penelitian ini menggunakan metode penelitian deskriptif dengan pendekatan kuantitatif. Berdasarkan hasil pengolahan data menggunakan SPSS versi 25, diperoleh persamaan regresi linier sederhana yaitu  $Y = 0.264 + 0.574(X)$  dan hasil uji koefisien determinasi penelitian ini sebesar 0,733 atau 73,3% artinya Kualitas Produk berkontribusi untuk mempengaruhi Kepuasan Pelanggan sebesar 73,3%, sedangkan sisanya 26,7% dipengaruhi oleh faktor lain yang tidak diamati dalam penelitian ini.

Kata Kunci : Kualitas Produk, Kepuasan Pelanggan.

## **ABSTRACT**

*This research was conducted at PT. Sansan Saudaratex Jaya, Cimahi City. This study aims to determine how much influence Product Quality has on Customer Satisfaction at PT. Sansan Saudaratex Jaya, Cimahi City. The sampling technique was Census Sample (Sampling) as many as 63 respondents. Data were collected by distributing questionnaires to customers of PT. Sansan Saudaratex Jaya Cimahi City as a respondent. The data analysis technique used the help of SPSS 25.*

*Based on the analysis that has been done, it can be concluded that the product quality at PT. Sansan Saudaratex Jaya Cimahi City with an average score of 3.53 is included in the good category and customer satisfaction of PT. Sansan Saudaratex Jaya, Cimahi City, with an average score of 3.47 was included in the fairly good category. Partially, product quality has a positive and significant effect on customer satisfaction. This is supported by the results of several tests that have been carried out.*

*This research method uses descriptive and associative research methods with a quantitative approach. Based on the results of data processing using SPSS version 25, a simple linear regression equation was obtained, namely  $Y = 0.264 + 0.574 (X)$  and the results of the coefficient of determination in this study were 0.733 or 73.3%, meaning that product quality contributed to influencing customer satisfaction by 73.3%. , while the remaining 26.7% is influenced by other factors not observed in this study.*

*Keywords: Product Quality and Customer Satisfaction.*