

ABSTRACT

Muhammad Rizal Saeful 2018, THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON ONLINE CUSTOMER SATISFACTION IN TASIKMALAYA MUKENA YUMNA COMPANY, Sharia Economic Study Program, Faculty of Islamic Studies, Siliwangi University, Tasikmalaya.

The importance of fulfilling customer needs through service and providing services or products is one of the factors that influence customer satisfaction, many customers feel dissatisfied or disappointed with a company because what they want is not received or not as expected, therefore a company must know what each of their customers wants or expects.

Based on the background stated, then the formulation of the problem of this research is (1) Does the quality of the product affect online customer satisfaction at the company Mukena Yumna (2) Does the quality of service affect online customer satisfaction at the company Mukena Yumna (3) Does product quality and service quality affect customer satisfaction online at the Mukuk Yumna company.

The research used in this study is a correlational research method with a quantitative approach. The population in research at the Mukena Yumna company is as many as 100 online customers, and the sample was 50 respondents. Data collection techniques were carried out by questionnaire method.

Research results obtained that (1) Product quality (X1) has a significant effect on the variable online customer satisfaction (Y) with a correlation coefficient of $(r) = 0.852$, and regression $Y = 3.205 + 0.35X1$, (2) Service quality (X2) greatly influences significantly on the online customer satisfaction variable (Y) with a correlation coefficient of $(r) = 0.849$, and regression $Y = 2.926 + 0.457X2$, (3) Product quality (X1) and service quality (X2) simultaneously influence online customer satisfaction (Y) with a correlation coefficient of $(r) = 0.899$ and regression $Y = -0.509 + 0.199 + 0.252$.

It can be concluded that product quality and service quality have a significant effect on customer satisfaction both partially and simultaneously.

Keywords: Product Quality, Service Quality, and Customer Satisfaction.