

ABSTRACT

This research is based upon the appearance of competition between creative industry companies to win the market through accentuating quality that is given by every company within. The purpose of this research is to figure out the influence of product's quality, quality of service, and company performance against customer satisfaction (Abankirenk Semarang).

The result of research variable regarding product's quality, quality of service, company performance against customer satisfaction (Y). The value of *adjusted R square* is 0,559. So that it can be concluded that the ability of all independent variables to explain the variation on dependant variable is 55,9% influential to Y variable. While the rest of 44,1% influential on other factor that is not explained in the regression model that is obtained.

Keywords : product quality, service quality , company performance, customer satisfaction.