

## ABSTRACT

This research was conducted to know the Influence of Product Quality, Consumer Satisfaction, and Wom Against Buy Interest of Aluminum Products. This type of research is a type of causal research through survey. The samples used in this research are consumers who have purchased aluminum products as much as 100 respondents and the data retrieval technique used in this research is reliability test, validity test, Multiple Linear Regression Analysis, F Test, Partial Test. The results of this study explain this can be seen from the results of questionnaires that have been answered by respondents, where the quality of the product becomes the driving force or the main push of consumers in the process of purchasing products made from aluminum.

Keywords: *Product Quality, Consumer Satisfaction, and Wom Against Buy Back Interest.*