

ABSTRACT

Customer satisfaction has long been a subject of study and research in marketing science and has become a very important part of business goals. This study aims to determine whether trust, product quality, product design and time delivery will affect to customer satisfaction of property customer at Tangerang City, Banten, Indonesia. The samples collected in this study were 106 samples, but only 85 samples were valid, using the online questionnaire method. Samples were people who owned and lived in Springwood Residence Apartment located in Tangerang. The data is processed using Smart PLS software. The results of this study prove that trust and product design have significant affect to customer satisfaction.

Keywords: *Trust, Product Quality, Product Design, Time Delivery, Satisfaction, Property, Apartment, Smart PLS*