

# ***EFFECT OF QUALITY OF RESULTS ON CUSTOMER SATISFACTION GALERI FOTO STUDIO***

***(Case Study On The Community Of Bengkalis)***

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## ***Abstract***

*This study aims to determine and analyze respondents' responses about the quality of the results at the Photo Studio Gallery. The type of research used in this research is associative research. The samples taken in this study were 100 respondents, namely the Bengkalis community who became the customers of Galeri Foto Studio. Data were collected in the form of a questionnaire with a nonprobability sampling method, namely purposive sampling. Analyzed using simple correlation test, simple linear regression test and hypothesis testing. The results in this study indicate that the quality of the results has a positive and significant effect with the coefficient of determination of 0.630 or equal to 63% on customer satisfaction at Galeri Foto Studio, while the remaining 0.370 or 37% is due to variables other than the quality of the results which are not discussed. in this research.*

***Keywords: Galeri Foto Studio, Customer Satisfaction, Result Quality***

