

ABSTRACT

Along with the development of the photography , many young fotografer-fotografer began appearing especially in indonesia .With a number of new fotografer-fotografer popping up , the more strict also competition in the world of photography.The quality of the product may cause a positive stimulus that makes consumers interested in buying the product. With good quality products can make customers feel satisfied customer and will have the desire to use the product

The method of collecting data in this study is the use of a questionnaire given to 100 respondents in Bengawan street Bandung, which is the center of Papyrus Photo. By using the method research is descriptive. The results of the questionnaire were processed using SPSS for windows version 22.

The research indicated that the variable product quality having value the percentage of 80,64 % , while customer satisfaction having value the percentage of 75,62 % . And the rest influenced by variables of the quality of the products and customer satisfaction who aren't pursuing .

Keywords: Product Quality and Customer Satisfaction