

ABSTRACT

The culinary business is one of the most promising businesses in the city of Bandung, many articles mention the city of Bandung as a culinary tourism destination in Indonesia. With this, the competition in the culinary world is getting tighter along with the increasing number of culinary business units in the city of Bandung. The world of culinary business can never be separated from service quality and product quality, because this has an impact on consumer satisfaction. This study uses descriptive methods and causal relationships with a quantitative approach, with a sample of 97 respondents. The sampling technique was obtained using non-probability sampling, precisely purposive sampling. data collection in this study was obtained through the distribution of questionnaires and previous literature studies. The results of this study found that service quality and product quality have an effect on customer satisfaction either simultaneously or partially.

Keywords: business, service quality, product quality, consumer satisfaction, culinar