

## **ABSTRACT**

*Business in the culinary sector is one of the popular choices that is currently being loved by the public. This creates tight competition with the number of restaurants continuing to increase every year. Restaurant management must be ready to always upgrade and innovate in an effort to improve their business. This research aims to determine the influence of service quality and customer satisfaction and its impact on customer loyalty. This research is quantitative research with data collection through questionnaires distributed to 150 respondents. The sampling technique used in determining respondents was purposive sampling. Meanwhile, the data analysis technique uses multiple linear regression analysis. The results of this research found that service quality has a significant positive effect on customer loyalty, customer satisfaction also has a positive and significant effect on customer loyalty. Apart from that, this research also found that both, service quality and customer satisfaction have an effect together or simultaneously on customer loyalty.*

**Keywords:** *Service Quality, Customer Satisfaction, Customer Loyalty, Culinary Business*