

## **ABSTRACT**

This research is motivated by the economic development of restaurants and the advancement of culinary tourism which has a great impact on human life, especially in today's business world. There are many food and beverage entrepreneurs in Indonesia. The development of culinary and restaurant in the city of Bandung is growing very rapidly. One of the noodle-based restaurants in Bandung that serves spicy flavors with various levels of spiciness and additional toppings in each portion, namely Mie Gacoan. Mie gacoan is a spicy noodle restaurant that is currently viral which causes the curiosity of the public to be very high so that it has an impact on very long queues and causes less than optimal service and there are several complaints about the products provided by Mie Gacoan. This study aims to determine the effect of service quality and product quality on consumer satisfaction either partially or simultaneously at Mie Gacoan Bandung.

This research uses a quantitative approach and descriptive analysis. Sampling using nonprobability sampling and purposive sampling with a total sample of 100 respondents obtained from the questionnaire. Data analysis was assisted with the help of IBM SPSS 25 software.

The results showed that there was a positive and significant influence either partially or simultaneously on the three variables. With the result  $Y = 2.384 + 0.275X_1 + 0.351X_2$ . The results of the coefficient of determination test show that service quality and product quality have a contribution effect of 65.7% on consumer satisfaction and the remaining 34.3% is influenced by other factors outside the variables being studied.

**Keywords:** service quality, product quality, customer satisfaction and Mie Gacoan