

## **ABSTRACT**

*In this day, especially Bandung, sees many culinary innovations. Bandung has grown rapidly in recent years, evidenced by the growing culinary delights. Moreover, in this burgeoning millennium era, many food lovers have turned cooking into a hobby at the last minute. Therefore, in order for a culinary small business, especially a dim sum restaurant, to be able to compete with its competitors, it needs several aspects such as: B. Service Quality and Product Quality. This study aims to determine how much service quality and product quality affect his Kedai Dimnum.id's customer satisfaction. This study uses quantitative methods with descriptive style studies.*

*The survey was conducted among customers of Dimnum.id in Bandung City. The sample size used is a maximum of 100 respondents using a targeted sampling method. All data collected meet the criteria for validity and reliability. All data processing is performed in IBM SPSS software version 26. Data were analyzed using descriptive tests, traditional hypothesis tests, and multiple linear regression.*

*The findings obtained in this study show that service quality and product quality simultaneously have a significant positive impact on customer satisfaction. The variables Service Quality and Product Quality have a 33.9% impact on the dependent variable Customer Satisfaction. And while service quality may not have a large positive effect on customer satisfaction, product quality does have a large positive effect on customer satisfaction.*

*Keywords: Service Quality, Product Quality, Customer Satisfaction*