

ABSTRACT

Business in the culinary sector is one of the businesses that is currently growing rapidly, one of which is a business in the form of a restaurant. The existence of restaurants, which are now very numerous and have become a lifestyle necessity for almost all walks of life, causes competition to become fierce. One of the famous restaurants in Indonesia is Mie Gacoan which is located in Buah Batu Bandung. Mie Gacoan Buah Batu Bandung is always crowded with customers, this is because of the quality of service and products they have. Seeing this, this study aims to determine the influence of service quality and product quality on customer repurchase interest through Customer Satisfaction

This study uses a quantitative method with a descriptive approach, using a non-probability sampling technique of the purposive sampling type with a total sampling of 100 respondents. Data collection was carried out through the distribution of questionnaires to customers who had visited Mie Gacoan Buah Batu Bandung. The data analysis method used in this study was processed using SmartPLS 4.0 Software

The results of the analysis show that product quality has a positive effect on repurchase interest. Product quality has no effect on customer satisfaction. The quality of service has a positive effect on repurchase interest. Service quality has a positive effect on customer satisfaction, and customer satisfaction has a positive effect on repurchase interest

This research is expected to help companies to always evaluate product quality so that there is a sense of satisfaction from customers and can keep customers subscribed.

Keywords: *Product Quality, Service Quality, Customer Satisfaction, Repeat Purchase Interest*