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This study aims to determine the effect of product innovation, product quality, and marketing creativity on the growth of culinary-sector MSMEs in Lhokseumawe City. This research employed a quantitative approach using a survey method involving 94 culinary MSME owners in Lhokseumawe City. The data were analyzed using multiple linear regression analysis with the assistance of the Statistical Package for the Social Sciences (SPSS). The results showed that product innovation had a positive and significant effect on MSME growth, with a t-value of 3.641 and a significance value of 0.000. Product quality also had a positive and significant effect on MSME growth, with a t-value of 2.639 and a significance value of 0.010. Furthermore, marketing creativity had a positive and significant effect on MSME growth, with a t-value of 2.156 and a significance value of 0.034. The coefficient of determination test showed an R Square value of 0.834, indicating that product innovation, product quality, and marketing creativity explained 83.4% of MSME growth, while the remaining 16.6% was influenced by other factors outside the study. Therefore, improving product innovation, product quality, and marketing creativity can support the growth of culinary-sector MSMEs in Lhokseumawe City.

Keywords: *Product Innovation, Product Quality, Marketing creativity, MSME Growth.*