

## **ABSTRACT**

### ***ANALYSIS OF THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND SERVICE QUALITY ON REPEAT PURCHASES OF NATIONAL CHICKEN EGGS AT STORE ABC RETAIL***

Wisnu Nugroho <sup>1)</sup>, Dalizanolu Hulu, S.E., M.E., CRM., CRP.<sup>2)</sup>

<sup>1)</sup> Student of Management Department, Pembangunan Jaya University

<sup>2)</sup> Lecturer of Management Department, Pembangunan Jaya University

*This study aims to analyze the influence of price, product quality, and service quality on repeat purchase decisions of local chicken eggs at ABC Retail Store. The research was motivated by a decline in sales, believed to be influenced by shifting consumer preferences and increasing price competition in the retail market. In the context of essential goods such as chicken eggs, repeat purchase decisions are not solely based on necessity but are also shaped by consumer perceptions of price fairness, product consistency, and the overall service experience. The study employed a quantitative approach using survey methods, distributing questionnaires to active customers. The collected data were analyzed to determine the relationship between the three independent variables and the dependent variable, repeat purchase. The findings indicate that price, product quality, and service quality each have a positive influence on repeat purchase decisions, both individually and collectively. These results highlight the importance of appropriate pricing strategies, consistent product standards, and excellent customer service in fostering consumer loyalty within a competitive retail environment. This research provides practical implications for retail managers in formulating effective business strategies and serves as a valuable reference for future studies in consumer behavior and marketing management.*

**Keywords:** price, product quality, service quality, repeat purchases, chicken eggs, ABC Retail.