

ABSTRACT

The Influence of Price, Promotion and Product Quality on Repurchase Interest in Mas Yo'k Grilled Chicken in the South Tangerang area

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This research aims to examine the influence of price, promotion, product quality, and repurchase intention on Ayam Bakar Mas Yo'k products. This research uses a quantitative approach with the research object being interest in purchasing Ayam Bakar Mas Yo'k products among people who live in the South Tangerang area. The population size in this study is unknown, and this study used a purposive sampling technique with a sample size of 153 samples. Data was obtained through distributing questionnaires and analyzed using Structural Equation Modeling (SEM) techniques based on Partial Least Square (PLS) using SmartPLS 4.0 software. The results of this study show that price has no significant effect on repurchase interest, while promotion and product quality have a significant effect on repurchase interest.

Keywords: Price, Promotion, Product Quality, Repurchase Intention