

**ABSTRACT**

Title : *Effect of Product Quality and Price on Repurchase Interest Through Latifa Store Consumer Satisfaction (Guided by Sugiyanto)*  
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Study Program : *Bachelor degree, Management Programme*

*This study aims to determine the effect of product quality and price on Latifa Store customer satisfaction. Direct influence of product quality, price, and customer satisfaction on repurchasing interest. The effect of product quality and prices on repurchasing interest through customer satisfaction as an intervening variable. Sampling using purposive sampling method by determining the number of samples using quota sampling as many as 90 respondents with the age limit of 17 years and at least have made 1x product purchases in 6 months. The number of statements submitted to respondents was 25 items, consisting of 9 items of product quality statement, 4 items of price statement, 6 items of customer satisfaction statement, and 6 items of repurchase intention statement. Data analysis techniques used in this study are validity test, reliability test, classic assumption test, descriptive analysis, and path analysis. The results of the study based on path analysis showed that product quality and price had an effect on consumer satisfaction. Product quality, price, and customer satisfaction directly influence the interest in repurchasing. The direct effect of product quality and price is greater than indirect effect, so that customer satisfaction cannot be an intervening variable between product quality and price to repurchase interest.*

*Keyword: Product Quality, Price, Consumer Satisfaction, Repurchase Intention*