

***The Influence of Service Quality, Product Quality and Price on Repurchase Interest of Kentucky Fried Chicken (KFC) Customers in Jember Regency***

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***ABSTRACT***

*This research is motivated by the many franchises with chicken products that are established in Jember, one of which is Kentucky Fried Chicken (KFC). The purpose of this research is to test and analyze the effect of service quality, product quality and price on customer repurchase interest of KFC Jember. The population used in this study were KFC customers or consumers who made purchases more than 1 time with a sample of 40 respondents. The data analysis tool used in this study, namely Multiple Linear Regression analysis assisted by SPSS Version 22. The results of the study are service quality, product quality and price simultaneously affect customer repurchase interest and partially, service quality has no significant effect on customer repurchase interest while product quality and price have a significant effect on customer repurchase intention of KFC Jember. The most dominant variable that influences the customer's repurchase interest is the price variable (X3).*

***Keyword*** : *Service quality, product quality, price, repurchase interest of customers*