

## **ABSTRACT**

*The purpose of this study was to determine the effect of price and service quality on repurchase interest in the kaleyo duck restaurant. This research is a quantitative research. The sample in this study was 60 restaurant customers. The technique of collecting data is done by using a questionnaire method. Test the validity and reliability of the product moment correlation formula data from Pearson and Cronbach's alpha. The data analysis technique used to test the hypothesis is multiple linear regression analysis. Based on the results of data analysis, conclusions can be drawn, (1) there is a positive and significant influence on repurchase interest, (2) there is a positive and significant influence on service quality on repurchase interest in RM Bebek kaleyo kalimalang, (3) there is a significant influence positive and significant effect on the price of repurchase decision at RM Bebek kaleyo kalimalang*

*Keywords: price, service quality, and repurchase interest*

