***ABSTRACT***

Vega Prananda Djajasaputra / 27130485 / *Effect of Product Quality, Price Suitability and Service Quality on Repurchase Decisions of Maxx Coffee at Pejaten Village /* Tumpal J.R Mall. Sitinjak, Ir., M.M.

*In the face of increasingly fierce business competition today, a company must have a strategy in carrying out its business activities aimed at achieving optimal goals and objectives. Through product quality, price compatibility and good service quality will create a repeat purchase decision.*

*The theories used by the author to better understand the concepts and concepts related to thesis research include: theories about product quality, price suitability, service quality and repeat purchase decisions.*

*The researcher conducted a descriptive method with the data collection techniques used were communication techniques by distributing questionnaires. While the sampling technique used is non probability sampling with a judgment sampling approach, which is sampling based on certain criteria. Researchers use theories as well as previous research that can support research variables. Theory of product definition, price, service quality and repeat purchase decisions. Then supported by the theory of the relationship between products with repeat purchase decisions, prices with repeat purchase decisions and service quality with a repeat purchase decision*

*Based on the data processing of the average score of each variable, the results of the average product quality and service quality show results Agree to show that the quality of the product and the quality of Maxx Coffee services is good. The average price results and repeat purchase decisions show the results of Simply Agree showing that the price and decision to buy Maxx Coffee is Good. .*

*From the results of data processing, it can be concluded that the price and service quality suitability variables have a positive influence on repurchase decisions and product variables do not have a positive influence on repurchase decisions.*