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The Effect of Service Quality and Product Price on Consumer Repurchase Intention at Lazatto Chicken & Burger, Pongtiku Branch, Makassar City

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ABSTRACT

This study aims to determine the extent of influence of service quality and product price, both partially and simultaneously, on consumer repurchase intention at Lazatto Chicken & Burger, Pongtiku Branch, Makassar City. This study used a descriptive quantitative approach with a survey method by distributing questionnaires to 81 respondents. This study used non-probability sampling with an accidental sampling technique. Data analysis used classical assumption tests with normality tests, hypothesis tests with multiple linear regression, and coefficient of determination tests, using SPSS version 27.0 software.

The results showed that service quality and product price had a positive and significant effect on repurchase intention, both partially and simultaneously. These findings confirm that improving service and pricing in line with customer perceptions of value are important factors in building consumer loyalty in the fast food restaurant sector. The R-squared value was 0.520, meaning that 52% of the variation in repurchase intention is explained by service quality and product price. The remaining 42% is explained by variables other than the two independent variables used in the study.

Keywords: Service Quality, Product Price, Repurchase Intention.

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INTRODUCTION

The food sector is growing very rapidly in the current era of globalization along with changes in consumer tastes that are increasingly varied, especially in the fast food restaurant area. A fast food restaurant is a place where food and drinks are prepared and served to customers quickly, providing a practical solution for a modern society that has high mobility. Dense work activities and the demands of living in fast-paced cities have changed people's habits, including in terms of diet. In the past, cooking at home was common, but now more and more people prefer to buy ready meals due to the factor of time and effort efficiency.

This change in the way of life has been a major driver in the drastic increase in the fast food sector. This kind of event is not limited to cities such as Jakarta or Surabaya, but also extends to the city of Makassar, where the modern lifestyle began to be widely adopted by the people. The development of fast food restaurants in Makassar in recent years is very rapid. Various brands both international and local have sprung up in the crowded centers of the city. One that stands out is the Lazatto Chicken & Burger located on Jalan Pongtiku. This restaurant offers a variety of chicken and burger menus with fast serving concepts and affordable prices.

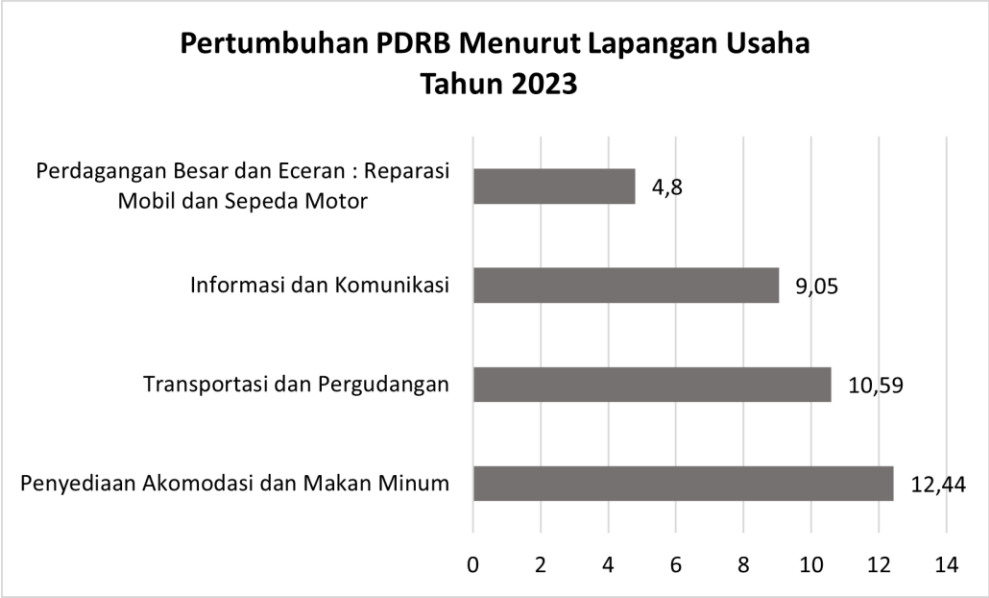


Figure 1. Makassar city economic growth

Data source : (Central Bureau of Statistics of Makassar city, 2024)

In the figure above, the latest data from the Central Statistics Agency (2024) recorded the highest growth, which was 12.44 percent. This significant growth indicates an increase in people's consumption of food and beverage services, including fast food restaurants due to the development of urban lifestyles where people increasingly attach importance to comfort and convenience. Competition in this industry is getting tighter, encouraging entrepreneurs to further optimize service quality and provide and offer attractive prices to keep consumers loyal. The desire of customers to come back becomes the main indicator in measuring how successful a business is in building customer loyalty, through the achievement of maximum customer satisfaction, their loyalty is formed and also will form in their minds a sense of satisfaction (Roynaldus A. K. Great et al., 2023).

From an economic perspective, competitive or affordable prices are a crucial element to improve marketing effectiveness. Therefore, evaluating the price of a product or service is crucial for consumers so that they feel satisfied. In the world of fast food restaurants, offering a diverse menu selection at competitive prices can attract more diners, while fast and efficient service will improve their dining experience (Tania et al., 2022). Satisfactory service, and reasonable prices will have a greater chance of success in this increasingly competitive market. According to Kotler in Ardiana (2023), service quality is a company's effort to operate with the aim of further improving the quality of processes, products, and services produced.

Especially in big cities like Makassar. Fast food restaurants are now the main choice for consumers who are looking for practical food with a short serving time. One of the well-known fast food in Makassar is Lazatto Chicken & Burger, this restaurant offers a wide selection of fast food menu variations, especially focus on chicken-based products and burgers. This fast food restaurant is known for its delicious menu and affordable prices, making it a popular choice among consumers looking for a practical meal. Affordable prices can attract many consumers to make Lazatto as a place to eat. With competitive price, this restaurant is able to reach a wider market and attract the attention of various circles.

Table 1. Menu List Lazatto Chicken Burger

Menu Makanan	Harga	Menu Minuman	Harga
Paket Andalan Jagoan Combo	Rp.17.000-19.000	Aren Coffee	Rp.13.000
Paket Ori	Rp. 5.000-17.000	Brown Boba Caramel	Rp. 16.000
Paket Ayo Mie	Rp.17.000-19.000	Lychee Float	Rp. 13.000
Burger	Rp. 12.000	Putters Boba	Rp. 15.000

Burger Chesees	Rp. 14.000	Thai Tea	Rp. 6.000
Burger Premium Chesees	Rp. 19.000	Mango Yakult	Rp. 12.000
Kentang	Rp. 6.000	Dark Chocholate	Rp. 15.000
Hot Sis	Rp. 10.000	Taro	Rp. 15.000
Paket Ngobrol 1	Rp. 18.000	Lemon Tea	Rp. 15.000
Paket Ngobrol 2	Rp. 20.000	Green Tea	Rp. 9.000
Paket Ngobrol 3	Rp. 22.000		

Source: (data processed by researchers, 2025)

Based on the table shown, it can be identified that Lazatto Chicken is a culinary business that serves a wide selection of ready-to-eat food packages with a fairly friendly price offer. The list of menus offered is divided into several main categories, namely 3 Jagoan Combo mainstay packages, Ori packages, Ayo Mie packages and chat packages

Each package serves a combination menu consisting of fried chicken (breast or lower/upper thigh), rice, fried noodles, and sweet tea drinks, with a price range between Rp15, 000 to Rp19, 000 per package, and also offers a combination of burgers and potatoes and mineral water with a price range of Rp 18,000 to 22,000 per package. The strategy of presenting the menu in the form of a budget package reflects a business approach that is responsive to preferences consumers, especially workers, students, and students who want fast food with a portion of filling but still economical. In the competitive fast food business, an affordable pricing strategy is often the key to increasing sales volume and attracting new consumers. The results of observations and preliminary documentation show that there are significant problems related to the quality of Lazatto services, especially in the Pongtiku Branch. Some consumers expressed complaints about less friendly service and less attention to customers based on reviews that researchers found on online platforms. Reviews from some customers of Lazatto Branch pongtiku show a similar pattern of complaints, ranging from poor service attitude, delays in the presentation of food, to unsatisfactory cleanliness of the place. These complaints are not just mere individual dissatisfaction, but also reflect a fundamental problem in the management of the service. In the food and service industry, service is more than just serving food it has to do with providing a memorable experience and making customers feel valued.

When customers feel ignored, disrespected, or even feel cheated for not getting what's written on the menu. Bukrah Syamsu Alam specifically revealed that the order was incomplete, which did not accept iced tea even though the menu listed it. On the other hand, Andi Batara Maulana highlighted the dirty and uncomfortable environment, to the point of mentioning that there was animal waste in the eating area. Agnetha Gaming added in her review about the attitude of employees, especially women, who felt jutek and unfriendly. This can be very detrimental in terms of reputation, especially in the digital age when one negative review can spread quickly and affect the decisions of other customers.

Analysis of service quality using the SERVQUAL model showed a complete failure at this location. The reliability dimension is violated when the order does not match the menu, as revealed in Bukrah's review, in line with the research of Sherwani et al. (2024) which emphasizes the importance of reliability in building customer satisfaction and loyalty. Responsiveness was also lacking, with staff not being as sprightly, leading to a slow booking process, which was consistent with his findings on the negative impact of lack of responsiveness. In addition, the dimension of empathy is not met because employees do not pay attention to the order of arrival of customers, also supports the results of research from Sherwani et al. (2024) which emphasizes the importance of attention to customers. Poor hygiene, as part of the tangibles dimension, also contributes to the decline in reputation, as revealed by Zygiaris et al. (2022) if management does not immediately make comprehensive improvements, the impact is reduced customer loyalty and reputation are difficult to repair, as revealed by Supriyanto et al. (2021). Therefore, improvements in service quality are needed in order to maintain customer loyalty. In this situation, entrepreneurs are required to formulate effective strategies in order to compete, namely by meeting the diverse needs of consumers according to their wishes (Zalzabila, 2024).

Success in attracting consumers to come back is influenced by a number of factors. Some examples include brand image, location, word of mouth recommendations, quality of service, as well as price. If the previous purchase experience is satisfactory, coupled with other supporting factors, then this will form consumer loyalty. As a result, interest in making repeat purchases on one product will increase (Rizal Nur Qudus & Sri Amelia, 2022).

This phenomenon makes the author interested in researching because it presents incompatibility between economical prices and unsatisfactory service quality, which is a problem for the management of Lazatto Chicken & Burger Pongtiku Branch. Therefore, the implementation of this study is to explain and find out how the dimensions of service quality, such as reliability and responsiveness, and the role of price affect consumer repurchase interest. The study will also provide insight to management to design strategies and policies based on the findings to improve customer satisfaction and commitment.

METHOD

Descriptive quantitative approach used by researchers in this study. Quantitative approach is a method that uses statistical analysis in order to provide a clear, measurable, and in-depth picture of the data that has been collected, thus facilitating the process of interpretation and decision-making based on empirical evidence. Quantitative research methods using standard data measurement scale (Paramita et al., 2021).

Quantitative research is a research conducted to obtain a solution to a problem and obtain more comprehensive information about a phenomenon and factual information related to the correlation between price and quality of service to consumer repurchase interest in Lazatto Chicken & Burger Pongtiku Branch shows that fair pricing from producers plays a positive role in consumer repurchase interest, using survey methods through questionnaires to collect data.

The data analysis design to be used in this study is as follows:

Research Instrument Test

Before conducting further analysis, the research instrument (questionnaire) must be ensured to be valid and reliable.

a. Validity Test:

Used to measure how accurately the questionnaire assesses what it is intended to measure. This test is conducted by analyzing the correlation between the score of each item and the total construct score (variable). An item is declared valid if the significance value (Sig.) < 0.05 or the calculated r-value (r_{count}) > table r-value (r_{table}) at the appropriate significance level and number of respondents (N).

b. Reliability Test:

Used to measure the consistency and stability of the instrument in collecting data. Reliability will be tested using the Cronbach's Alpha coefficient. The instrument is declared reliable if the Cronbach's Alpha value is greater than 0.60 or 0.70 (according to the standard commonly applied in the field of study).

Descriptive Statistical Analysis

This stage aims to provide a general overview of the characteristics of respondents and a description of the research variables (Brand Image, Product Quality, and Repurchase Intention).

The data will be presented in the form of descriptive statistics such as frequency, percentage, mean, and standard deviation. This descriptive analysis helps in understanding the respondents' profiles and their general perceptions of the studied variables. The formulas are as follows:

Description:

$\bar{X}$ = Average

$\sum X$ = Sum of all answer values

n = Number of respondents

Standard Deviation (SD):

$$SD = \sqrt{\frac{\sum (X_i - \bar{X})^2}{n-1}}$$

Explanation:
SD = Standard deviation
Xi = The i-th value
$\bar{X}$ = Average
n = Number of respondents

Classical Assumption Test

Before performing multiple linear regression analysis, several basic assumptions must be met to ensure that the regression model used is valid and unbiased. The classical assumption tests include:

a. Normality Test:

This test examines whether the residual data in the regression model are normally distributed. It can be performed using the Kolmogorov-Smirnov test or by observing the Normal P-P Plot and histogram of the residuals.

b. Multicollinearity Test:

This test determines whether there is a high linear correlation among the independent variables (Brand Image and Product Quality). Detection is done through the Tolerance value (should be > 0.10) and the Variance Inflation Factor (VIF) (should be < 10).

c. Heteroscedasticity Test:

This test examines whether there is inequality of variance in the residuals of the regression model for each observation. It can be detected through a scatterplot or by using statistical tests such as the Glejser test.

Multiple Linear Regression Analysis

This analytical technique is used to test both the simultaneous (combined) and partial (individual) effects of the independent variables (Brand Image and Product Quality) on the dependent variable (Repurchase Intention). The regression equation model to be used is as follows:

$$Y = \alpha + \beta_1 X_{1+} \beta_2 X_{2+} \beta_n X_{n+} e$$

Description:
b1 = regression coefficient X1

a = constant

Y = Less Repurchase

b2 = regression coefficient X2

X1 = Quality Of Service

X2 = Price

e = Tern error

Hypothesis Testing

To verify the research hypotheses formulated, several statistical tests will be conducted:

a. T-Test (Partial Test):

Used to test the significance of the partial influence of each independent variable (brand image and product quality) on repurchase intention. Testing is done by comparing the calculated t-value (t-count) with the critical t-value (t-table) or by looking at the significance level (p-value). If the p-value < α (e.g., 0.05), then the partial hypothesis is accepted.

b. F-Test (Simultaneous Test):

Used to test the significance of the combined (simultaneous) influence of independent variables (brand image and product quality) on repurchase intention. Testing is done by comparing the calculated F-value with the F-table value or by looking at the significance level (p-value). If the p-value < α, then the simultaneous hypothesis is accepted.

Coefficient of Determination (R^2) Test

Used to determine the extent to which the independent variables contribute to or are capable of explaining the variation in the dependent variable. The R2 value ranges from 0 to 1. The closer it is to 1, the greater the contribution of the independent variables to the dependent variable.

FINDING AND DISCUSSION

Classical Assumption Tests

a. Normality Test

Table 2. Normality Test Results

Kolmogorov-Smirnov One Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			81
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		3,59828252
Most Extreme Differences	Absolute		,066
	Positive		,063
	Negative		-,066
Test Statistic			,066
Asymp. Sig. (2-tailed)[c]			,200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		,521
	99% Confidence Interval	Lower Bound	,508
		Upper Bound	,534

Source: (data processed with SPSS, 2025)

The purpose of the normality test is to assess whether the population data follow the normal distribution. The one K-S test is used for this normality test with reference to a significance level of 0.05. If the significance is > 0.05, then the normal distribution of the data is declared.

The value of the K-S statistical Test is 0.066. Value of asymmp sig. 0.200 then the value of 0.200 > 0.05. The data is normally distributed.

b. Multicollinearity Test

The purpose of this test is to assess the correlation is too high between the independent variables in a regression model. This detection is important so that the estimation of regression coefficients can be carried out precisely without interference from strongly interconnected variables. Multicollinearity test results as follows:

Table 3. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Kualitas Pelayanan	,628	1,593
	Harga Produk	,628	1,593

Source: (data processed with SPSS, 2025)

Referring to the results of research data processing, obtained the value of tolerance and VIF of each independent variable. Variable quality of Service has a tolerance of 0.628 with VIF 1.593, while the price of the product has a tolerance of 0.6281 with VIF 1.593. Because all independent variables have tolerance > 0.10 and VIF < 10, the regression model is symptom-free multicollinearity.

c. Heteroscedasticity Test

The heteroscedasticity test aims to examine whether the residual variance (or error variance) in the regression model is homogeneous (constant) or heterogeneous (unequal). One of the simplest ways to detect this is by using a scatterplot graph.

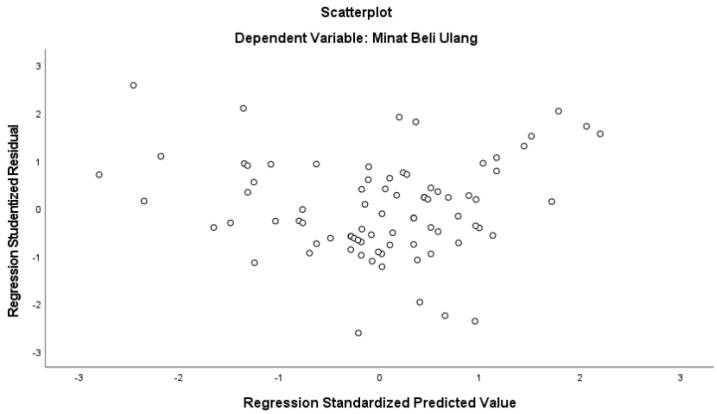


Figure 2. Scatterplot Graphic

Source: (data processed with SPSS, 2025)

Referring to the figure, it can be seen that the regression model does not show signs of heteroscedasticity. This can be seen from the spread of random dots above and below 0 on the Y-axis without forming a pattern. Thus, this regression model is free from symptoms of heteroscedasticity.

Multiple Linear Regression Analysis Test

This analysis Model is used in order to evaluate whether the independent variable has a significant effect on the dependent variable. The result can be seen in the following:

Table 4. Multiple Linear Regression Analysis Results

		Unstandardized Coefficients		*Standardized Coefficients*		
Model		*B*	*Std. Error*	*Beta*	t	Sig.
1	(Constant)	7,687	4,429		1,736	,087
	Kualitas Pelayanan	,146	,039	,347	3,724	,001
	Harga Produk	,574	,108	,495	5,316	,001

Source (data processed with SPSS, 2025)

Based on the analysis Table, the multiple linear regression equation of the study is :
Y= 7.687 + 0.146 X1+0.574 X2 + e

Y= Repurchase Interest
X1 = Service Quality
X2 = Product Price

The results of multiple linear regression equation above has the meaning that it can be analyzed, namely:

a. A constant value of 7.687 indicates that if all independent variables remain constant, repurchase interest is estimated at 7.687.
b. Service quality (X1) has a regression coefficient of 0.146 or each increase in one unit of service quality can make repurchase interest increase by 0.146 units. This positive coefficient indicates the better the quality of service,the interest in re-purchase will increase.
c. The price of the product (X2) has a regression coefficient of 0.574 or each decrease of one unit in the product price variable can make the repurchase interest increase by 0.574 units. This positive coefficient means that the lower the price of the product, the higher the repurchase interest.

The significance value for the quality of Service is < 0.001 and for the price of the product is also < 0.001. Because these two values are < 0.05, there is a significant influence of Service Quality (X1) and Product Price (X2) on repurchase interest (Y).

Hypothesis Test

a. T test (partial)

Hypothesis testing, also known as partial testing (T-test), aims to assess the independent influence of each independent variable on the dependent variable. The benchmark significance level is 0.05. When conducted using SPSS software, the decision to reject or accept the hypothesis can be made based on the following criteria:

a. If the calculated t-value is greater than the t-table at a 95% confidence level, or α = 0.05, then H1 and H2 are accepted.
b. If the calculated t-value is less than or equal to 0.05, then H1 and H2 are also accepted.

Table 5. T-Test Results

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7,687	4,429		1,736	,087
	Kualitas Pelayanan	,146	,039	,347	3,724	,001
	Harga Produk	,574	,108	,495	5,316	,001

Source: (Data processed with SPSS, 2025)

Based on Table 5, the results of the partial test (T-Test) show that:

1. The service quality variable (X1) has a significance value of 0.000 and a calculated t-value of 3.724. Using Degrees of Freedom (DC) = n – k, where n is the number of samples and k is the number of variables (81 – 3 = 78), the t-value is 1.991. Since 3.724 > 1.991 and 0.001 < 0.05, H1 is accepted. This indicates that service quality has a positive and significant effect on repurchase intention, meaning that the better the service quality provided, the higher the consumer's repurchase intention.
2. The product price variable (X2) has a significance value of 0.001 and a calculated t-value of 5.316. With Degrees of Freedom (DC) = 78, the t-value is 1.991. Since 5.316 > 1.991 and 0.001 < 0.05, H2 is accepted. This indicates that product price has a positive and significant effect on repurchase intention, meaning that the more appropriate the product price is to the consumer's ability, the higher the consumer's repurchase intention.

b. F Test (Simultaneous)

The F-test (simultaneous test) is used to determine whether the independent variables have a simultaneous effect on the dependent variable. The significance level is set at α = 5%. If the significance value is <0.05 or the calculated F value > the table F value, then the independent variables simultaneously influence the dependent variable; conversely, if this is not met, the independent

variables do not have a simultaneous effect. The results of the F-test are presented in the following table:

Table 6. Simultaneous Test Results

ANOVA[a]

ANOVA[a]						
Model		*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*
1	Regression	1401,843	2	700,922	52,782	,001[b]
	Residual	1035,811	78	13,280		
	Total	2437,654	80			

a. Dependent Variable: Minat Beli Ulang

b. Predictors: (Constant), Harga Produk, Kualitas Pelayanan

Source: SPSS Data Processing, 2025

Based on the test results in Table 4.18, the calculated F value was 52.782 with a significance value of 0.001 for the service quality (X1) and product price (X2) variables. These results clearly confirm that H3 is accepted, meaning that service quality and product price simultaneously have a real and significant influence on repurchase intention (Y). A significance value far below 0.05 proves the strength of the influence of the independent variables on the dependent variable simultaneously. The test conditions state, if the significance <0.05, the simultaneous influence is proven; if >0.05, the simultaneous influence does not exist.

Test Coefficient Of Determination (R)

The coefficient of determination is a statistical measure used to assess the extent to which an independent variable influences the dependent variable in a study. The coefficient value reflects the extent of the independent variable's contribution to explaining variation in the dependent variable. The results of the coefficient of determination calculation are presented in the following table:

Table 7. Test Results Coefficient Of Determination (R)

Model Summary[b]

Model	R	*R Square*	*Adjusted* R *Square*	*Std. Error of the Estimate*
1	,758[a]	0,575	0,564	3,64412

a. Predictors: (Constant), Harga Produk, Kualitas Pelayanan

b. Dependent Variable: Minat Beli Ulang

Source: (Data processed by researchers, 2025)

Based on the table above, the R-square value is 0.575. This means that the service quality (X1) and product price (X2) variables together contribute 57.5% to repurchase intention (Y), while the remaining 42.5% is influenced by other factors outside this study.

Discussion

1. Effect Of Service Quality On Consumer Interest In Re-Buying Lazatto Chicken & Burger Pongtiku Branch

The results of service quality research have a significant influence on the interest in re-buying at Lazatto Chicken & Burger Pongtiku Branch. The first hypothesis states there is a significant influence between the quality of Service and interest in repurchase acceptable. Based on the results of multiple linear regression test on 81 respondents with a significance level of 0.05, a significance value of 0.001 and t count 3,724. This shows that service quality has a positive and significant effect on repurchase interest, which means that improving service quality has the potential to increase consumer

repurchase interest. While positive elements, such as employee friendliness, can foster loyalty, weaknesses in physical facilities, particularly inadequate toilets, have the potential to hinder overall service quality improvement.

Therefore, in order to strengthen the positive impact of service quality on repurchase interest, the management of Lazatto Chicken & Burger Pongtiku Branch is advised to maintain and improve service interactions between individuals that have been good, while improving and improving supporting facilities, especially cleanliness and toilet availability. With this step, the quality of service provided will be more comprehensive and able to meet all customer expectations, so that in the end it can increase the interest in re-buying and build customer loyalty in the future. This is in line with the theory of Kotler and Keller in charisma et al. (2023), which states that service quality includes all characteristics and characteristics of a service that is able to meet customer needs and expectations.

This finding is in line with Made Mahendrayanti & Wardana's (2021) study entitled "the Effect of Price Perception, Product Quality, and Service Quality On Repurchase Intention (Kober Mie Setan)", which confirms that service quality has a strong and significant influence on repurchase interest. Fast, responsive, and friendly service not only improves consumer satisfaction, but also noticeably encourage them to keep coming back to make purchases, reinforcing loyalty on an ongoing basis.

2. Effect of product prices on consumer re-purchase interest in Pongtiku Branch

The results of the study showed a significant effect on the price of products re-purchase interest in Lazatto Chicken & Burger Branch Pongtiku. The second hypothesis which states that there is an influence between the price of the product and the re-purchase interest can be accepted, because the results of the analysis showed a calculated t value of 5.316 with a significance of $0.001 < 0.05$. Regression coefficient shows that the price of the product has a positive and significant effect on consumer repurchase interest ,although there are still some consumers who consider the price is not fully affordable. To increase the interest in re-purchase optimally, Lazatto Chicken & Burger needs to continue to maintain a balance between product quality and price strategy to remain competitive and inclusive for all customer segments.

According to Kotler & Armstrong in Imanudin (2021), price is the amount of money that consumers pay to acquire a product or service, which reflects the value of the benefits received by consumers. In the context of this study, the prices offered by Lazatto Chicken & Burger are considered competitive compared to competitors in the local fast food restaurant industry. However, an affordable price is not enough if it is not balanced with adequate quality of Service and products. Consumers will feel disadvantaged if the services received are not in accordance with the value paid.

This research supports the findings of Reyfaldi Nurhidayah Manurung & Arief Hadian (2022) entitled "The effect of Product Price and quality on repurchase interest in Shopee Online shopping" stating that product price and quality have a positive effect on consumer repurchase interest, although their contribution is not completely dominant.

3. The effect of Service Quality and product prices on consumer re-purchase interest in Lazatto Chicken & Burger Pongtiku Branch

The third hypothesis shows that the quality of Service and the price of the product together have a significant effect on consumer repurchase interest in Lazatto Chicken & Burger Pongtiku Branch is acceptable. The results of multiple linear regression test showed the value of F count of 52.782 with significance of $0.001 < 0.05$. Based on the value of the coefficient of determination (R Square) of 0.575, it can be concluded that 57.5% of the variation in repurchase interest is explained by the quality of Service and product prices together, while the remaining 42.5%, influenced by other factors such as promotion, location, brand image, overall product quality, and previous consumer experience.

Simultaneously, the results of this study confirms the importance of balance between service quality and price strategy in shaping consumer loyalty. If you only rely on low prices without improving service quality, then consumers are potentially disappointed and reluctant to make repeat purchases. Conversely, good service without competitive prices is also not enough to attract consumers in the long run.

This finding is in line with Fahmi Firdausi's (2021) Research entitled "The Influence of product quality and price on the repurchase interest of Syahi Haleeb products", which shows that product quality and price simultaneously have a significant influence on repurchase interest with a contribution of 41.7%. The results of this study confirm the same direction, namely that the combination of service quality and price is a crucial factor in building consumer loyalty.

CONCLUSIONS

Based on a study involving 81 respondents in the branch of Lazatto Chicken & Burger Pongtiku that has been obtained as follows:

1. The results showed that the quality of Service has a positive and very significant effect on consumer interest to make repeat purchases at Lazatto Chicken & Burger. With a regression coefficient of 0.146, t count of 3.724, and significance < 0.001, these findings confirm that the superior quality of service including staff friendliness, punctuality, and comfort, the greater the encouragement of consumers to buy again, because satisfactory service directly fosters customer trust and satisfaction.
2. The study also showed that the price of the product has a positive and very significant effect on the interest in re-purchase, with a regression coefficient of 0.574, t count 5.316, and significance < 0.001. The influence of product prices is even more dominant than service quality, asserting that consumers tend to make repeat purchases when prices are considered reasonable, competitive, and comparable to product quality, so prices are a critical factor in building customer loyalty.
3. Simultaneously, the quality of Service and product prices have a positive influence and are very significant to the interest in re-purchase consumers. These two factors reinforce and complement each other, resulting in a clear and tangible contribution in driving consumer decisions to re-buy, so that the combination of the two becomes the main determinant of increased interest in re-buying at Lazatto Chicken & Burger Pongtiku Branch.

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