

## ABSTRACT

*This research was conducted to determine the effect of product quality and price on consumer repurchase intention BBQ Mountain Boys Burger. The purpose of this researches to analyze and find out how product quality and price of BBQ Mountain Boys Burger, and how much the effect of product quality and price by simultaneously also partially on consumer repurchase intention BBQ Mountain Boys Burger Bandung.*

*The method used by researchers is quantitative method using descriptive and causal with multiples regression. Sampling in this research use non-probability sampling and the type is purposive sampling. Data was collected through the distribution of online questionnaires via google form to 100 respondents with 30 statement items.*

*The results showed the effect of product quality and price on consumer repurchase BBQ Mountain Boys Burger Bandung was 47,7%. The results of hypothesis testing by partial and simultaneous, shows that product quality and price has an effect on consumer repurchase intention BBQ Mountain Boys Burger Bandung.*

**Keywords:** *Product Quality, Price, Repurchase Intention*