

## **ABSTRACT**

*Si Akang Snack is one of the creative independent snack companies from Indonesia. This company provides a variety of snacks that have a contemporary and viral concept. The consumer's repurchase interest of Si Akang Snack has a problem where the number of repeat buyers in 2020 is only 85 consumers, even though the new buyers reach up to 3,710 consumers. Based on reviews from consumers, Si Akang Snack said that the price of Si Akang Snack products was expensive. Based on the analysis of the factors that affect food quality, Si Akang Sanck products still have two weaknesses, namely the standard portion size and taste. Si Akang Snack experienced a decrease in sales when advertising was disabled. The purpose of this study was to determine how the influence of advertising variables, product quality, price on Si Akang Snack repurchase interest.*

*This research uses descriptive research methods and causality with a quantitative approach with multiple linear regression data analysis techniques. The population and sample in this study were the number of Si Akang Snack consumers who had made purchases more than once in 2020, totaling 85 people.*

*Based on the results of descriptive analysis, the price variable is in the very good category, while the product quality, advertising and repurchase interest are in the good category. The results of multiple linear regression analysis show that the price, product quality and advertising variables partially influence repurchase interest. Meanwhile, simultaneously the price, product quality, advertisement have a significant influence on repurchase interest. Brother Snack needs to pay attention to the dimensions of affordability, durability, interest and exploratory interest.*

**Keywords :** *Price, Product Quality, Advertising and Repurchase Interest.*