

## **ABSTRACT**

*In today's modern era, beauty products are very popular products, especially among women. For that, companies must continue to improve their innovation to compete with other competitors. To maintain repurchase interest, there are several factors, including: customer value, product quality and price. This study aims to test the influence of perceptions of customer value, product quality and price on repurchase interest.*

*The population subjects of this study were women in Rembang Regency. The sample used in this study used a purposive sampling technique of 100 consumers taken with the Slovin formula. This study uses quantitative analysis with validity tests, reliability tests, normality tests, classical assumption tests, correlation coefficients, determination coefficients, multiple regression analysis, and significant tests (t-tests and F-tests) with the SPSS Software application version 21.*

*The results of this study indicate that customer value affects repurchase interest, product quality affects repurchase interest and price does not affect repurchase interest.*

*Keywords: customer value, product quality, price, repurchase interest, skin care products*