

## **ABSTRACT**

*The research was motivated by a decrease in revenue and a decrease in the number of visitors at Waroeng Taman Singosari Semarang Restaurant. A high re-buying interest shows high level of customer satisfaction when decided to make purchases of products on offer by Waroeng Taman Singosari Restaurant. The purpose of this research is to analyze how much influence the diversity of the menu, the perception of price and location of the consumer re-buying interest at Waroeng Taman Singossari Restaurant.*

*In this research the population is the customers or consumers at Waroeng Taman Singosari Restaurant with purchase frequency at least twice. In this research the data collected through questionnaire method to 100 respondents that obtained using non-probability sampling technique that is purposive sampling technique. Then do the analysis of data obtained in the form analysis of quantitative and qualitative analysis. Quantitative analysis involves the validity and reliability test, classic assumptions test, hypothesis test by F test and t test with analysis test of the coefficient of determination ( $R^2$ ). Data analysis technique used is multiple linear regression analysis.*

*The result of this research is shows that three independent variables namely the diversity of the menu, perception of price and location significantly affect the dependent variable namely the re-buying interest of consumer.*

**Keyword :** *re-buying interest, diversity of the menu, perception of price and location*