

## ABSTRACT

*Roti Que Bread Products is a bread-making company, especially white bread, located in the city of Bogor. In January 2020 to December 2020 Roti Que Bread experienced fluctuations or decreased sales. The drastic decline in income occurred in November and December. The results show that product quality is one of the biggest causes of the decline in sales. Based on primary data and gap research obtained from previous research, it is suspected that the factors that influence repurchase interest are product quality, customer satisfaction and word of mouth. This study aims to analyze the effect of product quality, customer satisfaction, and word of mouth on repurchase interest.*

*The population used in this study were all consumers of Roti Que Bread products. The sampling technique used was purposive sampling. The sample taken is 100 people of various ages and occupations who are consumers of Roti Que Bread products who have made a purchase at least once. The data collection method in this study used a questionnaire with Google Form. The data analysis method uses structural equation modeling.*

*Product quality and satisfaction have a positive effect on buying interest and word of mouth again for Roti Que Bread products. Word of mouth has a positive effect on buying interest in Que Bread products. The strongest path that can influence the repurchase intention of the Que Bread product brand is the product quality path that directly affects the repurchase intention of the Que Bread product.*

*Keywords: product quality, customer satisfaction, word of mouth, repurchase interest*