

## ABSTRAK

Industri kuliner, khususnya layanan katering, mengalami pertumbuhan pesat seiring meningkatnya permintaan akan makanan siap saji berkualitas. Namun, tingginya persaingan membuat sejumlah pelaku usaha kesulitan mempertahankan minat beli ulang konsumen. Penelitian ini bertujuan menganalisis pengaruh kualitas layanan dan harga terhadap minat beli ulang konsumen pada UMKM Rcatering di Kota Bandung. Penelitian menggunakan pendekatan kuantitatif melalui penyebaran kuesioner kepada 101 responden yang pernah menggunakan jasa Rcatering, dengan teknik simple random sampling. Hasil penelitian menunjukkan bahwa kualitas layanan dan harga berpengaruh signifikan secara simultan maupun parsial terhadap minat beli ulang konsumen. Uji determinasi mengungkapkan bahwa kedua variabel tersebut memberikan kontribusi sebesar 73,1% terhadap minat beli ulang, sedangkan 26,9% dipengaruhi oleh faktor lain yang tidak diteliti, seperti citra merek, variasi produk, dan faktor eksternal lainnya. Temuan ini menegaskan pentingnya pengelolaan kualitas layanan dan strategi harga yang tepat dalam meningkatkan loyalitas konsumen di industri jasa katering.

**Kata Kunci:** Kualitas Layanan, Harga, Minat Beli Ulang, UMKM, Catering

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*The culinary industry, particularly catering services, has experienced significant growth due to the increasing demand for high-quality ready-to-eat meals. However, amid intense competition, some businesses still face challenges in maintaining customer repurchase intention. This study aims to analyze the influence of service quality and price on consumer repurchase intention at the MSME Rcatering in Bandung City. The research employed a quantitative approach by distributing questionnaires to 101 respondents who had previously used Rcatering's services, using a simple random sampling method. The results indicate that service quality and price simultaneously and partially have a significant effect on repurchase intention. The coefficient of determination test shows that these two variables contribute 73.1% to repurchase intention, while the remaining 26.9% is influenced by other factors not examined in this study, such as brand image, product variety, and external factors. These findings highlight the importance of managing service quality and implementing effective pricing strategies to enhance consumer loyalty in the catering service industry.*

**Keywords:** *Service Quality, Price, Repurchase Intention, MSMEs, Catering*