**The Effects of Product and Service Quality on Repurchase Decisions**

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**Abstract.** This study aims to find out several aspects concerning Jogja Paradise Food Court, including (1) product quality, (2) service quality, (3) customers’ tendency in repurchase decisions, (4) the effects of product quality on customers' tendency in repurchase decisions, (5) the effects of services on the tendency forcustomers' repurchase decisions, and (6) the effects of product and service quality on customers' tendency for repurchase decisions. This was a descriptive quantitative study. The research population was approximately 750customers who purchased items there in a month. The research samples were chosen using incidental sampling technique, while the number of samples was determined using Slovin’s formula with a margin of error of 10%, resulting in as many as 90customers as the research samples. The findings show that (1) the quality of products sold at Jogja Paradise Food Court is in the medium category with a percentage of 71%; (2) the quality of service is in the medium category with 76%; (3) customers’ tendency in repurchase decisions is in the medium category with 86%; (4) there is a positive and significant effect of product quality on customers’ repurchase decisions as shown in the *t* value of 2.345 at the 0.021 significance level; (5) there is a positive and significant effect of service quality on customers’ repurchase decisions as shown in the *t* value of 4.247 at the 0.000 significance level; and (6) there is an effect of both product and service quality on customers’ repurchase decisions as shown in the results of Adjusted R2 of 32.7%.

**Keywords:** product quality, services, repurchase decisions