## *ABSTRACT*

*The objective of the study is to determine the influence of franchisee support quality to franchisor, franchisor relationship quality to franchisee, and speed of access towards franchise performance.*

*Purposive sampling was applied to withdraw 72 franchise company at Jepara. Regression analysis for data analysis. The result of the analysis showed that franchisee support quality to franchisor, franchisor relationship quality to franchisee, and speed of access has positive influence which is significant toward franchise performance.*

*This empirical result indicated that in order to increase franchise performance by franchise company at Jepara should focus on factors such as: franchisee support quality to franchisor, franchisor relationship quality to franchisee and speed of access, because its factors proven has influence toward degree of franchise performance. Theoritical implications and suggestions for future research have been elaborated at the end of this study.*



*Keywords: franchisee support quality to franchisor, franchisor relationship quality to franchisee, speed of access and franchise performance*



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