

## **ABSTRACT**

*Coffee shops in Bandung continue to experience growth, so the competition in the café sector is getting tougher. Starbucks as a coffee shop needs to maintain a competitive edge. Starbucks is a company has received several awards and world recognition for its quality to maintain customer satisfaction, trust so that it has a repurchase intention in Starbucks products. The purpose of this study was to determine and analyze how customer satisfaction and trust at Starbucks Buah Batu, as well as the magnitude of influence simultaneously and partially on repurchase intention in Starbucks Buah Batu.*

*This research uses quantitative methods. Population and sample using purposive sampling with 100 respondents. The data analysis technique used descriptive analysis method and multiple linear regression analysis.*

*Based on descriptive analysis, the variable satisfaction is 83% and the trust is 82.27%. The results of multiple linear regression analysis, simultaneously, the satisfaction, trust have a positive effect on repurchase intention. Partially, satisfaction, trust have a significant positive effect on repurchase intention. The result of the coefficient of determination ( $R^2$ ) is 55.2%, while the remaining 44.8% is influenced by other factors not examined such as price, promotion, store atmosphere, brand image.*

**Keywords:** *Repurchase Intention, Satisfaction, Starbucks Buah Batu, Trust*