

ABSTRACT

The development of globalization at this time which is developing very rapidly tends to increase the level of activity and the level of high density. The more dense and dynamic one's performance demands to be able to manage the time as best as possible. In addition, along with the progress of the times and the rapid growth of technology nowadays, it has a quite strong impact on the lives of existing people.

The Si-Kinlong Laundry is one of the businesses in the city of Bandung which is engaged in kilo washing services to position itself to respond to the needs of identified segments and allocate suitable service offerings to anticipate the development of the business world that leads to service quality considering the competition in Laundry industry, the services offered are relatively the same and differences can be divided on services such as material treatment and time to do laundry and consumer confidence in choosing services.

This study aims to determine the effect of service quality and trust on repurchase intention at Si-Kinlong laundry either simultaneously or partially.

This research uses quantitative methods with descriptive and causal research types. The sampling technique used is a non-probability sampling technique with a purposive sampling method involving 100 respondents. The data analysis technique in this study uses multiple linear regression analysis techniques.

The results of this study indicate that the quality of service and trust in the Si-Kinlong laundry has a significant effect on repurchase interest.

Keywords: *Service Quality, Trust, Repurchase Intention*