

# **The Effect of Satisfaction and Trust on Consumer Repurchase Intention of Starbucks Product**

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## **Abstract**

This study aimed to determine and analyze 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 a descriptive analysis method and multiple 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, satisfaction and trust positively affect repurchase intention. Partially, satisfaction, trust have a significant positive effect on repurchase intention. 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**

Satisfaction, Trust, Repurchase Intention, Consumer Behavior and Marketing.