

## ABSTRAK

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### **ANALISIS PENGARUH *BENEVOLENCE*, *INTEGRITY*, *SHARED VALUE*, DAN *ABILITY* TERHADAP *REPURCHASE INTENTION* MELALUI *TRUST* PADA KONSUMEN STARBUCKS STARBUCKS DIPONEGORO MEDAN**

Penelitian ini dilakukan di gerai Starbucks Diponegoro Medan. Tujuan penelitian ini adalah untuk menganalisis apakah *benevolence*, *integrity*, *ability* dan *shared value* berpengaruh terhadap *Trust*, dan apakah *Trust* berpengaruh signifikan terhadap *Repurchase Intention*.

Penelitian ini menggunakan teori *repurchase intention*, *shared value*, *benevolence*, *integrity*, *ability* dan teori *trust*.

Dalam penelitian ini, metode penelitian yang digunakan adalah metode kuantitatif. Populasi dari penelitian ini adalah pelanggan atau konsumen dari gerai Starbucks Diponegoro Medan. Jumlah sampel sebanyak 145 responden dengan *simple random sampling* sebagai teknik pengumpulan sampel. Teknik analisa data menggunakan analisis regresi linear berganda.

**Kata Kunci:** *Benevolence*, *Integrity*, *Ability*, *Shared Value*, *Trust*, *Repurchase intention*

**ABSTRACT**

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***ANALYSIS OF THE INFLUENCE OF ON REPURCHASE INTENTION BY BENEVOLENCE, INTEGRITY, SHARED VALUE, AND ABILITY BY TRUST ON CONSUMEN OF STARBUCKS DIPONEGORO MEDAN***

*This research was conducted at Starbucks Diponegoro Medan. The purpose of this study was to analyze whether benevolence, integrity, ability and shared values have an effect on the Trust, and whether Trust has a significant effect on Repurchase Intention.*

*This study uses the theory of Repurchase Intention, shared values, benevolence, integrity, ability and trust.*

*In this study, the research method used is a quantitative method. The population of this study are customers or consumers of Starbucks Diponegoro Medan. The number of samples is 145 respondents with simple random sampling as the sampling technique. The data analysis technique uses multiple linear regression analysis.*

***Keywords: Benevolence, Integrity, Ability, Shared Value, Trust, Repurchase intention***