

## **ABSTRACT**

*This study aims to determine how much influence the price and quality of service on repurchase decisions both simultaneously and partially. This study uses descriptive and verification methods. The population in this study were 207 consumers of Endeus Coffee Bandung. By using the Slovin formula at an error rate of 10%, a sample of 100 respondents was obtained. Data collection techniques used were interviews, questionnaires, and literature studies. Data analysis method used is validity and reliability test, multiple linear regression analysis, multiple correlation analysis and coefficient of determination analysis. Testing this hypothesis through the F test for simultaneous and t test for partial using the SPSS 23.0 for Winndows program. The results of the study show that simultaneously the price and service quality have a positive and significant effect on the repurchase decision. Partially the quality of service provides a greater influence on repeat purchase decisions compared to price variables.*

*Keywords: Price, Service Quality and Repurchase Decision*