

## **ABSTRACT**

*This study was conducted to determine the effect of brand trust and promotion on repurchase interest in Screamous Distributions. This research was conducted in Bandung city. The sample size taken is 73 people. data was collected by distributing questionnaires using a 5- point Likert scale to measure 23 indicators. The analysis technique used is multiple linear Regression Analysis and Multiple Correlations Analysis. The results showed that simultaneously and partially brand trust and promotion variables had a positive effect on Repurchase interest.*

**Keywords: Brand Trust, Promotion, Repurchase Interest.**