

## **ABSTRACT**

*Coffee shop is a place that provides food and drinks, especially coffee. From 2018 to 2023 there are many coffee shops that build buildings or shop with semiindustrial concepts, as well as many coffee shops that start providing such entertainment as live music in their coffee shops. One of the developing types of coffee industry is tel-u coffee located at telkom university.*

*The purpose of this study is to know how quality services affect interest in repurchase at tel-u coffee. The kind of research used was a quantitative method with a descriptive research type. The method used in this study is spread questionnaires to 100 customers who have made a purchase at tel-u coffee. Data analysis is done using simple linear regression analysis*

*Based on studies and discussions already done by the authors, the quality of services has a positive relationship to the interest of repurchase and there is a significant impact between the quality of the service to the interest of repurchase.*

*Keywords: Quality services, interest repurchase*