

PENGARUH *BRAND SUPER-RECOVERY EFFORT*, *ONLINE BRAND COMMUNITY ENGAGEMENT* DAN *EMPATHY* TERHADAP *REPURCHASE INTENTION* DI KALANGAN GENERASI Z YANG AKTIF BERBELANJA *FASHION* LOKAL SECARA *ONLINE* PADA *PLATFORM SHOPEE* MELALUI *CONSUMER FORGIVENESS* SEBAGAI VARIABEL MEDIASI

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *brand super-recovery effort*, *online brand community engagement* dan *empathy* terhadap *repurchase intention* di kalangan generasi Z yang aktif berbelanja *fashion* lokal secara *online* pada *platform Shopee* melalui *consumer forgiveness* sebagai variabel mediasi. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *purposive sampling*, dengan jumlah sampel sebanyak 153 responden. Jenis data dalam penelitian ini menggunakan data kuantitatif dan sumber data berupa data primer dengan menggunakan kuesioner *online* yang telah diuji validitas dan reliabilitasnya. Alat analisis yang digunakan dalam penelitian ini adalah *Structural Modelling-Partial Least Square* (PLS-SEM). Pengujian hipotesis penelitian menggunakan analisis jalur. Hasil penelitian menunjukkan bahwa *brand super-recovery effort* berpengaruh positif dan signifikan terhadap *consumer forgiveness*, *online brand community engagement* berpengaruh positif dan signifikan terhadap *consumer forgiveness*, *empathy* berpengaruh positif dan signifikan terhadap *consumer forgiveness*, *brand super-recovery effort* berpengaruh positif dan signifikan terhadap *repurchase intention*, *online brand community engagement* berpengaruh positif dan signifikan terhadap *repurchase intention*, *empathy* berpengaruh positif dan signifikan terhadap *repurchase intention*, *consumer forgiveness* berpengaruh positif dan signifikan terhadap *repurchase intention*, *consumer forgiveness* memediasi hubungan antara *brand super-recovery effort* terhadap *repurchase intention*, *consumer forgiveness* memediasi hubungan antara *online brand community engagement* terhadap *repurchase intention*, *consumer forgiveness* memediasi hubungan antara *empathy* terhadap *repurchase intention*.

Kata Kunci: *Upaya Pemulihan Merek Luar Biasa, Keterlibatan Komunitas Merek Online, Niat Membeli Ulang, Pengampunan Konsumen.*

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THE INFLUENCE OF BRAND SUPER-RECOVERY EFFORT, ONLINE BRAND COMMUNITY ENGAGEMENT AND EMPATHY ON REPURCHASE INTENTION AMONG GENERATION Z WHO ACTIVELY SHOP LOCAL FASHION ONLINE ON THE SHOPPE PLATFORM THROUGH CONSUMER FORGIVENESS AS A MEDIATION VARIABLE

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Abstract

This study analysed the influence of brand super-recovery effort, online brand community engagement, and empathy on repurchase intention among Generation Z consumers who shop for local fashion online through the Shopee platform, with consumer forgiveness as a mediating variable. The sampling in this research was a purposive sampling technique, with a sample size of 153 respondents. The research employs quantitative data, with primary data collected through an online questionnaire tested for validity and reliability. The analysis tool used in this study was Structural Equation Modeling-Partial Least Squares (SEM-PLS). Hypothesis testing was conducted through path analysis. The study's results indicated that brand super-recovery efforts positively and significantly influenced consumer forgiveness. Additionally, online brand community engagement and empathy also positively and significantly influenced consumer forgiveness. Furthermore, brand super-recovery efforts positively and significantly influenced repurchase intention, as did online brand community engagement and empathy. Consumer forgiveness was also found to have a positive and significant influence on repurchase intention. Moreover, consumer forgiveness mediated the relationships between brand super-recovery efforts and repurchase intention, online brand community engagement and repurchase intention, and empathy and repurchase intention.

Keywords: Brand Super-Recovery Effort, Brand Community Engagement, Empathy and Repurchase Intention, Consumer Forgiveness.