

## ABSTRAK

*Pengaruh webcare strength terhadap customer forgiveness, pengaruh webcare strength terhadap repurchase intention, pengaruh webcare timeliness terhadap customer forgiveness, pengaruh webcare timeliness terhadap repurchase intention, pengaruh customer forgiveness terhadap repurchase intention, pengaruh customer forgiveness memediasi webcare strength terhadap repurchase intention, dan pengaruh customer forgiveness memediasi webcare timeliness terhadap repurchase intention.*

*Penelitian ini merupakan jenis penelitian kuantitatif pada pengguna E-commerce Sociolla. penelitian ini menggunakan pendekatan survei dengan menggunakan kuisioner. Populasi dalam penelitian ini adalah pengguna E-commerce Sociolla minimal berusia 17 tahun yang pernah melakukan transaksi minimal sekali. Pengukuran variabel dalam penelitian ini menggunakan Statistical Package for the Social Sciences (SPSS).*

*Hasil penelitian menunjukkan bahwa pengguna Sociolla lebih banyak pada usia 21 – 24 tahun, dan yang lebih banyak menggunakan adalah Wanita dibandingkan laki – laki dengan rata-rata berbelanja 1 – 3 kali, dengan pendapatan rata-rata diatas 3.000.000. jenis produk yang paling diminati adalah skincare. Hampir sebagian besar konsumen pernah komplain minimal 1 kali ketika berbelanja di Sociolla, dan sebagian besar mengeluhkan tentang service nya. Hasil menunjukkan bahwa (1) Webcare strength berpengaruh positif terhadap Customer Forgiveness, (2) Webcare Timeliness berpengaruh positif terhadap Customer Forgiveness, (3) Webcare Strength berpengaruh positif terhadap Repurchase Intention, (4) Webcare Timeliness berpengaruh positif terhadap Repurchase Intention, (5) Customer Forgiveness berpengaruh penuh terhadap Repurchase Intention, (6) Customer Forgiveness memediasi hubungan Webcare Strength terhadap Repurchase Intention, (7) customer forgiveness memediasi parsial hubungan Webcare Timeliness terhadap Repurchase intention.*

*Implikasi dari penelitian ini yaitu untuk meningkatkan Webcare pada suatu perusahaan. Layanan webcare harus selalu ditingkatkan agar konsumen merasa didengar dan diperhatikan sehingga mengurangi resiko kekecewaan setelah service failure. Perusahaan harus terus meningkatkan reputasi yang sudah baik, mendengarkan review pelanggan yang memiliki pengalaman buruk terhadap Sociolla dan memberi solusi untuk mereka.*

***Kata Kunci : Webcare, Webcare Strength, Webcare Timeliness, Customer Forgiveness, Repurchase Intention.***

## ABSTRACT

*This study aims to examine: the influence of webcare strength on customer forgiveness, the influence of webcare strength on repurchase intention, the influence of webcare timeliness on customer forgiveness, the influence of webcare timeliness on repurchase intention, the influence of customer forgiveness on repurchase intention, the influence of customer forgiveness mediating webcare strength on repurchase intention, and the influence of customer forgiveness mediating webcare timeliness on repurchase intention.*

*This research is a type of quantitative research on Sociolla E-commerce users. This study uses a survey approach using a questionnaire. The population in this study are Sociolla E-commerce users at least 17 years old who have made a transaction at least once. The measurement of the variables in this study used the Statistical Package for the Social Sciences (SPSS).*

*The results showed that Sociolla users were more at the age of 21 - 24 years, and those who used it more were women than men with an average of 1 - 3 times shopping, with an average income of above 3,000,000. The most popular type of product is skincare. Most of the consumers have complained at least once when shopping at Sociolla, and most of them have complained about the service. The results show that (1) Webcare strength has a positive effect on Customer Forgiveness, (2) Webcare Timeliness has a positive effect on Customer Forgiveness, (3) Webcare Strength has a positive effect on Repurchase Intention, (4) Webcare Timeliness has a positive effect on Repurchase Intention, (5) Customer Forgiveness has a full effect on Repurchase Intention, (6) Customer Forgiveness fully mediates the relationship between Webcare Strength and Repurchase Intention, (7) customer forgiveness partially mediates the relationship between Webcare Timeliness and Repurchase Intention.*

*The implication of this research is to improve Webcare in a company. Webcare services must always be improved so that consumers feel heard and cared to reduce the risk of disappointment after a service failure. Companies must continue to improve their good reputation, listen to customer reviews who have had bad experiences with Sociolla and provide solutions for them.*

**Keyword : Webcare, Webcare Strength, Webcare Timeliness, Customer Forgiveness, Repurchase Intention.**