# RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *apology* terhadap *trust* dan *repurchase intention* dengan variabel mediasi *recovery satisfaction* pada konsumen Looké Cosmetics. Teknik pengumpulan data yang digunakan dalam penelitian ini yaitu kuesioner. Jumlah responden yang diambil dalam penelitian ini adalah 115 reponden. *Purposive sampling method* digunakan dalam penentuan responden. Teknik analisis data dalam penelitian ini menggunakan Structural Equation Model (SEM) berbasis Partial Least Square (PLS), dengan software SmartPLS 4.0.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan uji *bootstrapping* dengan *path coefficients* dan *specific indirect effect* menunjukkan bahwa: (1) *Apology* berpengaruh signifikan terhadap *recovery satisfaction*, (2) *Recovery satisfaction* berpengaruh signifikan terhadap *repurchase intention*, (3) *Recovery satisfaction* berpengaruh signifikan terhadap *trust*, (4) Trust berpengaruh positif terhadap *repurchase intention*, (5) *Apology* berpengaruh signifikan terhadap *repurchase intention*, (6) *Apology* memediasi hubungan *apology* terhadap *repurchase intention*.

Implikasi dari kesimpulan di atas yaitu merek saat mengalami krisis kerusakan produk, perlu memperhatikan *recovery satisfaction* dengan meningkatkan kualitas upaya pemulihan *apology*, memperhatikan kepercayaan konsumen dengan meningkatkan *recovery satisfaction* sehingga akan menghasilkan *repurchase intention*

**Kata kunci :** *Apology, Recovery satisfaction, Trust, Repurchase intention*

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This study aims to analyze the effect of apology on trust and repurchase intention with recovery satisfaction as a mediating variable. The data collection technique used in this study is a questionnaire. The total number of respondents taken in this study was 115 respondents. Purposive sampling methods are used in determining respondents.

Based on research results and data analysis using bootstrapping test with path coefficients and specific indirect effects, it was shown that: : (1) Apology has a significant effect in Recovery Satisfaction. (2) Recovery Satisfaction has a significant effect on Repurchase Intention. (3) Recovery Satisfaction has a significant effect on Trust. (4) Trust has a significant effect on Repurchase Intention. (5) Apology has a significant effect on Repurchase Intention. (6) Recovery Satisfaction can mediate Apology with Repurchase Intention.

The implication of the above conclusion is that when the product harm-crisis, it needs to pay attention to recovery satisfaction by improving the quality of recovery apology efforts, focusing on consumer trust by enhancing recovery satisfaction, which will result in repurchase intention.

**Keyword :** *Apology, Recovery satisfaction, Trust, Repurchase intention*